

Modern LITHOGRAPHY

JULY 1951 VOLUME 2 NUMBER 7



Fast Red Toner 207 P

Senelith Inks

were the first lithographic inks
made from dyestuffs
treated with sodium tungstate
for better sunfastness
and are still leading
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Our booklet "The Lithographer and Printer" may be obtained on request

The Senefelder Company, Inc.

"Everything for Lithography"

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Reproduction like the original

The original of this celebrated lithograph on stone, by Eugene Delacroix, in 1828, showing Gretchen in prison repelling Faust in the famous tragedy of that name, is one of 17 original drawings by the same artist reproduced by offset in a limited edition of *Faust*, soon to be released.

To preserve all of the warm, soft fidelity of the original, the rich play of light and shadow, the lissome action, the soft shadings, the delicate contours, the subtle blendings, the nuances of tone and composition, the pulsating vitality and spirit that give life to the drawing, and make it vibrant, alive and breathing, the Robport Blanket was used throughout the press run.

The Robport Blanket preserves the fidelity of the original as it reproduces. That is because the Robport Blanket reproduces the dot *exactly* as it is on the plate. It is the last word in offset blankets. No pinholes, no air bubbles, no embossing, no stretching. A surface absolutely free from imperfections of any kind.

Give the Robport Blanket a test, and you'll see, same as the rest, why by far it's the best.
Available in black or red. Ask about our special blanket for metal lithography.

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Hamilton Duplicator. A smooth surface, genuinely watermarked. Lies flat, feeds easily.



NEW LETTERHEAD PORTFOLIO

We have prepared a handsome embossed portfolio of sample letterheads on Hamilton Bond. The tendency is to design sample letterheads with hand-lettering, although 9 out of 10 letterheads are made with type. In this portfolio we show you nine letterheads designed with available ATF typefaces—no handlettering at all. Every printer can get the same effects with material he already has. You'll find them beautiful as well as practical.

We'll be glad to send you one of these portfolios. Just send a request to Dept. M-7, on your business letterhead.

W. C. HAMILTON & SONS, MIQUON, PA.
Sales Offices in New York, Chicago, Los Angeles

Modern LITHOGRAPHY



THIS COVER

Confidentially, that aspirin box on the front cover is empty. We used it all up accumulating the props for the photograph. For this month's Washington Report, see page 57.

ROBERT P. LONG
Editor

THOMAS MORGAN
Business Manager

Address all correspondence to
254 W. 31st St., New York 1, N. Y.

CHICAGO OFFICE
333 North Michigan Ave.



JULY, 1951

VOLUME 19, No. 7

In This Issue

Editorials	31
Jackson Heads LNA	32
Convention Sidelights	38
Government Printing	39
<i>By John J. Deviny</i>	
What's the Story on Film?	41
<i>By John J. Skahill</i>	
Training is the Key, Part, 2, Conclusion	43
<i>By Lawrence Brehm</i>	
NAPL Program Outlined for Sept. Convention	45
Patent Gazette Goes Offset	46
Technical Section	
A Simplified Approach to Gum Coating Stencils	49
<i>By F. L. Cox</i>	
Technical Briefs	53
Washington Report	57
Litho Production Clinic	59
<i>By Theodore Makarius</i>	
Metal Decorating Section	
Coating Problems in Metal Lithography, Part 2	61
<i>By Charles R. Bragdon</i>	
Heekin Can Co. Observes 50th Year	65
News About the Trade	71
Litho Club News	93
Equipment, Products, Services, Bulletins	97
Classified Advertisements	113
Index to Advertisers	117
Tale Ends	118

MODERN LITHOGRAPHY

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with Premium

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For more than 12 years the Philip A. Hunt Company has been manufacturing a superior type developer under the trade name... Premium Graph-O-Lith. The excellence of this formulation is due to a basic ingredient... a special compound which we have been synthesizing by the standard method traditionally accepted in the chemical industry. However, the product obtained by this standard method has never been entirely satisfactory due to occasional non-uniformity in chemical and physical properties.

Our constant aim has been to improve it and for this reason we embarked, less

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In March of this year, we put into operation a completely new and revolutionary installation of chemical processing equipment in which we are now synthesizing Premium Graph-O-Lith compound of **highest purity and uniformity** on a production scale.

We have been shipping this new synthesis developer to the trade since May 1st in our regular containers. When you pre-



pare your next tank of Graph-O-Lith Developer, notice particularly the crystal clear solution you get as you dissolve the powder in water... notice also the longer keeping properties and improved developing performance of the finest photo-mechanical film and paper developer HUNT has ever delivered to the industry.

Write today for a free 2-gallon trial-size can of Premium Graph-O-Lith.*



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PHILIP A. HUNT COMPANY

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INTERNATIONAL

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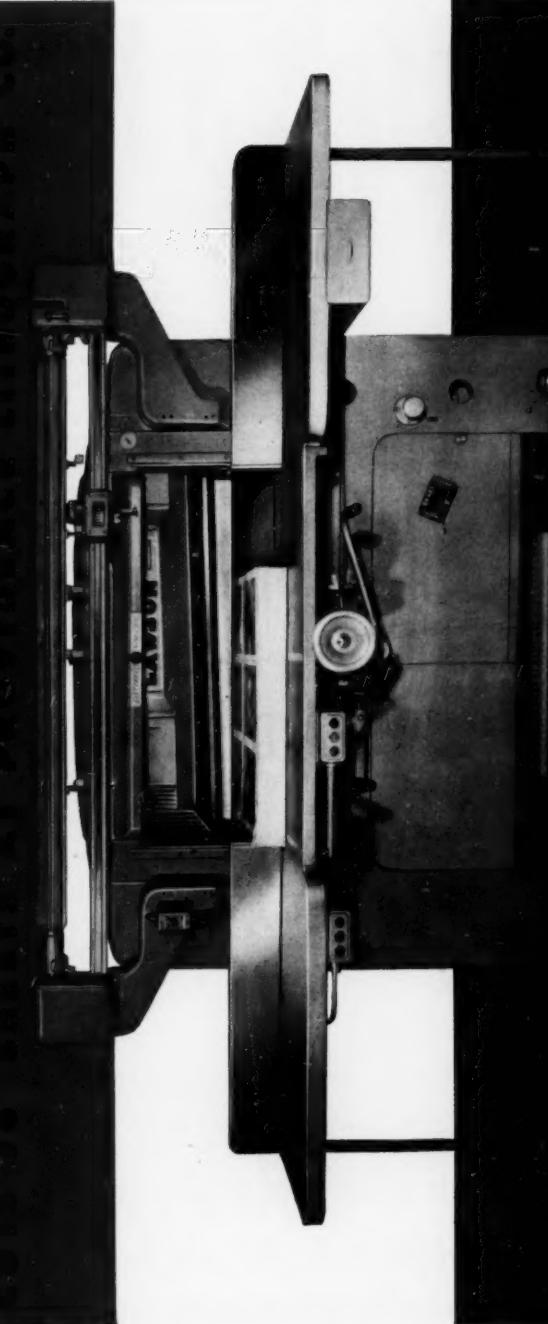


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for printing and converting



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(MODEL 52-T-76 PATENTS PENDING)



A front view photograph of the new Lawson Heavy Duty 52" Electronic Spacer Cutter installed at Providence Lithograph Co., Providence, R. I. Note the extra long spacer bar to accommodate sheet up to 78" in length. The blank gauge goes back to full 76", giving you the advantage of splitting various combinations of large sheets without retooling on 84" cutter. Add the plus values of the LAWSON hydraulically operated clamp and electronic spacer control and you have the best buy in cutters.

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If you have a register problem in a non-air conditioned darkroom—DINOGRAPHIC FILM will hold size well within Graphic Arts tolerances.

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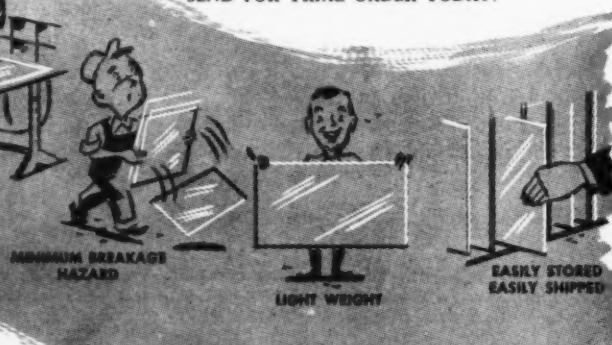
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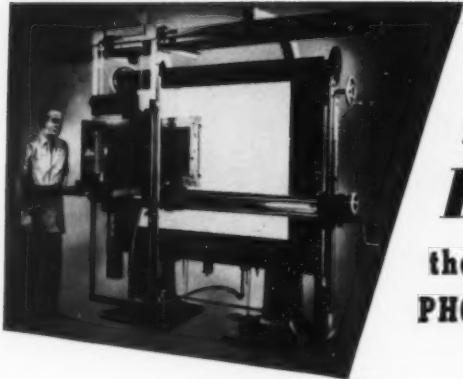
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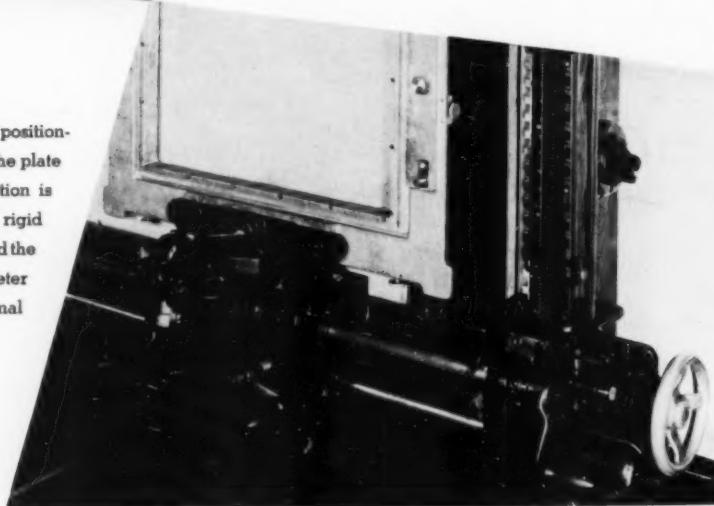
MODERN LITHOGRAPHY, July, 1951



for **precision**

**the MONOTYPE-HUEBNER
PHOTO-COMPOSING MACHINE**

- Accuracy in positioning images on the plate in desired position is assured by the rigid construction and the use of a micrometer movement for final positioning.



This machine has been designed for the special purpose of obtaining precision register of negatives for single- and multiple-color process work in lithographic offset and gravure plate making. Accurate positioning of negatives and a perfect contact between negatives and press plate are assured, which in turn make certain that the full quality and tone value of each negative is preserved. Illustrated folder will be sent gladly, on request.

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(Text in Monotype Stymie, No. 290)



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No outside interests or activities . . . no side products . . . not even a by-product. Just plate-making equipment, tools and supplies, the finest you can buy . . . anywhere!

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Take this star salesman with you...

WHEN YOU TALK TO
YOUR CUSTOMERS ABOUT
FINE LITHOGRAPHY!



HAMMERMILL OFFSET

BY THE MAKERS OF HAMMERMILL BOND

MODERN LITHOGRAPHY, July, 1951



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Set of beautiful commercial
specimens on Hammermill
Offset... It's FREE!

Five well-known companies are represented by the handsome pieces in this set. These specimens can do a large part of your selling job for you. They demonstrate the full, rich, natural tones that offset lithography offers printing buyers — the kind of work you can produce on Hammermill Offset's firm, bright-white, closely knit surface.

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*Send
for it!*

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Name

Position
(Please attach to, or write on, your business letterhead.)

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TRANSPARENT NEGATIVE PAPER

PRE-SENSITIZED PLATES

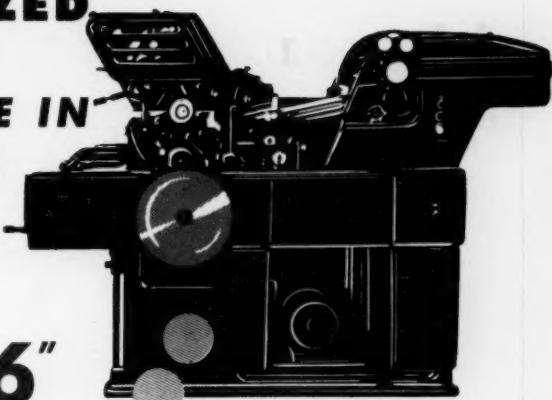
NOW AVAILABLE IN

SIZES FROM

8 $\frac{1}{2}$ " x 12"

TO

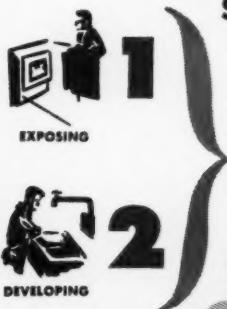
25 $\frac{1}{2}$ " x 36"



Yes, there's a pre-sensitized plate available for most small and medium size presses. The new larger sizes which have been added will enable lithographers to do a greater variety of work and still derive the benefits of economy and speed which the plates provide.

REMEMBER . . .

STILL JUST 2 SIMPLE STEPS



Small or large — the pre-sensitized plate requires only 2 simple steps. All you do is expose and develop and you're ready to run. Write today for complete information.



These pre-sensitized plates
are made by Keuffel & Esser Co.



COBALT RESTRICTED

OUR
CONTRIBUTION
TO THE
BETTERMENT
OF
LITHOGRAPHY

Don't Get Panicky—

use

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It's Better

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Results have proven Scratchproof Dryer No. 3 is the most practical dryer on the market today.

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- ★ Non drying of inks on press during long lapses of idle press time for unforeseen reasons, no washups during lunch hour.
- ★ Acts as a lubricant in the ink on the distributing rollers whose temperature rise tends to further dissolve SCRATCHPROOF DRYER No. 3, giving the ink a shorter fine binding.
- ★ Prevents too much emulsification or waterlogging of ink at high speeds.
- ★ Will not create after-tack in your pile, thereby eliminating summer heat and moisture difficulties.
- ★ Will not injure press rollers or rubber blankets, and will not discolor zinc or aluminum plates.
- ★ Has excellent suspension, body, and flow. Its non-settling qualities give ink necessary "slip" and tack for better distribution.
- ★ Will not cause any injurious effects if used in excess—in fact, this procedure is recommended in certain types of inks to improve their working qualities.
- ★ Ink mixed with SCRATCHPROOF DRYER No. 3 will remain tough and elastic indefinitely.

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IT'S NEW! IT'S ALL ALUMINUM!
It's the *first* all-metal plate that's fully presensitized. It's the *only* plate for perfect printing quality. It's the new 3M Brand Sensitized Aluminum PHOTO-OFFSET PLATE! Long-lasting, quick-and-easy to process—it's the perfect plate for perfect printing! Use it on your presses.

Both sides of this sheet were printed from

**3M BRAND
PHOTO-OFFSET
PLATES**

5 STRETCH-AND-WRINKLE-PROOF—this new .005" thick aluminum plate will not stretch or tear—distort or wrinkle. It delivers uniform impressions throughout the longest run.

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7 LONG PRESS LIFE—this versatile new plate equals the press mileage obtained with conventional grained metal plates under the same operating conditions.

8 WILL NOT OXIDIZE—this all-new, all-aluminum photo-offset plate eliminates lost press-time due to oxidation. The 3M Brand Sensitized Aluminum PHOTO-OFFSET PLATE is oxidation-proof!

✓ Check these features.....

1 HIGHEST QUALITY REPRODUCTION—better halftones—brighter colors! This smooth-surfaced new plate resists water and ink emulsification, delivers perfect reproductions—every time!

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for Davidson press

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5 STEPS... 5 MINUTES for finest offset printing....



1 POSITION negative—expose plate



2 RUB exposed plate with gum arabic



3 RUB with 3M Image Developer



4 WASH with warm or hot water



5 MOUNT finished plate on press

THAT'S ALL THERE IS TO IT!

Five fast steps—five short minutes and it's press-time for the finest finished plate you've ever produced! Better solids, brighter colors, finer half-tones all delivered in less time—every time by the new 3M Brand Sensitized Aluminum PHOTO-OFFSET PLATE. It's the perfect plate for perfect printing! Write for complete details.

Both sides of this sheet were printed from



Sensitized Aluminum
PHOTO-OFFSET
PLATES

WRITE TODAY

Fill out and return the coupon today for complete details and the name of your nearest 3M Sensitized Aluminum PHOTO-OFFSET PLATE supplier. If you wish, a representative will call.



Minnesota Mining & Mfg. Co.
Printing Accessories Sales
Dept. L, St. Paul 6, Minn.

Send complete details on the new 3M Brand Sensitized Aluminum PHOTO-OFFSET PLATE.

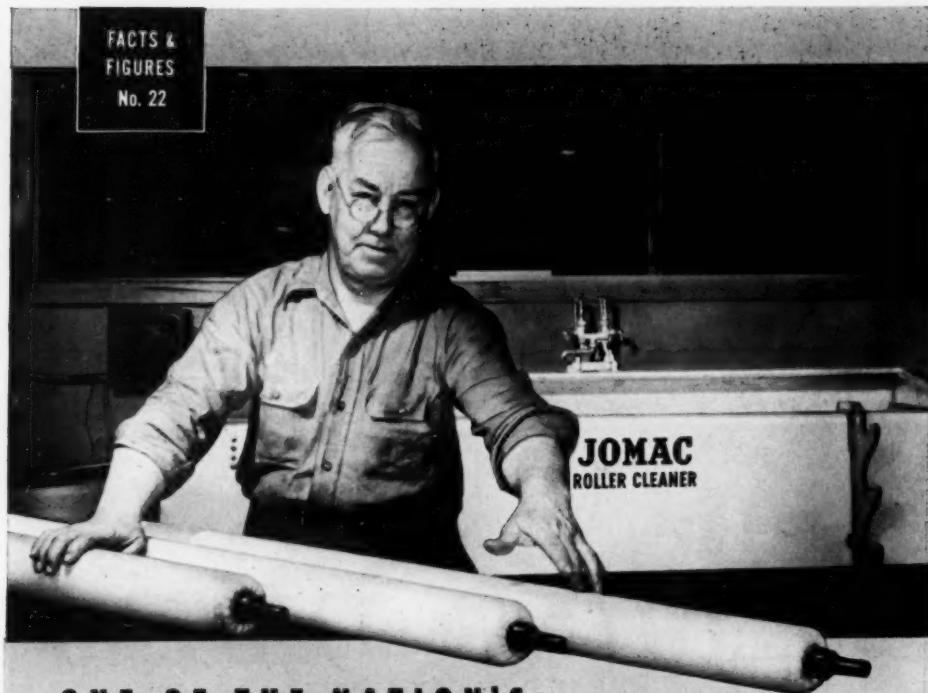
Name of my nearest supplier.
 Have a representative call.

NAME.....

ADDRESS.....

CITY & STATE.....

FACTS &
FIGURES
No. 22



ONE OF THE NATION'S LARGEST LITHOGRAPHERS* STANDARDIZES ON SEAMOL

One of the country's largest lithographers tested all types of dampening roll covers. They reported that Seamol, the seamless molleton cover, improves the quality of color work . . . puts an end to pattern and texture marks . . . eliminates wrinkles, slipping, and creeping. This plant has standardized on Seamol.

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Seamol is available in sizes to fit every diameter dampening roll. It comes in 25-yard lengths or in lengths to fit your needs.

C. WALKER JONES CO.

6135 N. LAMBERT ST.
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MODERN LITHOGRAPHY, July, 1951

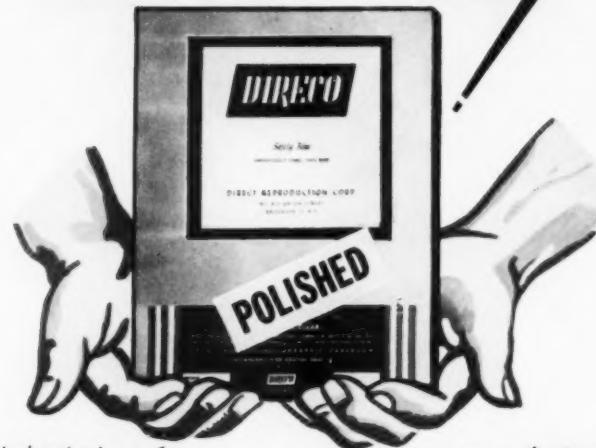
*Name on request.

A Great Combination
SEAMOL
Roller Cover
and
JOMAC
Roller Cleaner

Word is spreading that the Jomac Roller Cleaner is one of the best investments any lithographer can make. This well-designed long-lasting roller cleaner will pay for itself within a few months. It can be used not only for cleaning, but for breaking in new or re-covered rollers. It keeps costly production equipment running and does away with the mess and trouble that have always been part of roller cleaning.

Used in combination with Seamol Roll Covers, the Jomac Roller Cleaner provides one of the greatest combinations in modern lithography. Write for full information today.

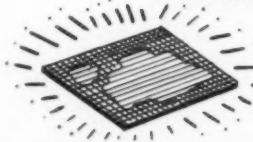
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DIRECO (Polished) LITHO DIMENSIONALLY STABLE

VINYL BASE FILM

DESIGNED FOR PERFECT REGISTER



"Polished" means clearer transparencies. Dimensionally stable vinyl base for easier handling.



"Polished" means TIGHT Contact. Guaranteed Perfect Register. Negative is mirror smooth on both sides instead of conventional crackle finish. Try it.



Climatic changes have no effect on all "Direco" films. Packed 25 sheets to a box. All standard sizes.

Guarantee

You've nothing to lose by this straightforward, surething proposition. Send a trial order today. Try the new Direco "Polished" Litho film. If you don't agree that here is an improvement—your money will be refunded.

Send your trial order to Dept. "M"

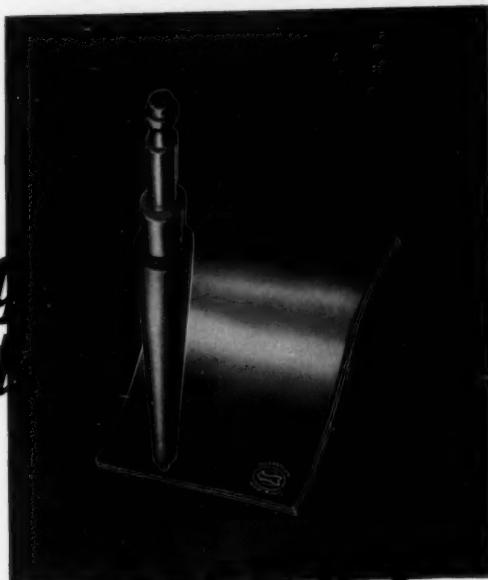


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811-813 UNION STREET

BROOKLYN 15, NEW YORK

*worth
shouting
about*



- Smooth performance
- Great accuracy at high speeds
- "Bonus" mileage
- Finest reproduction
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D. M. RAPPORt, Pres.

Federal at 26th Street

CHICAGO 16



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STANDING ON HIS OWN

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Printing, Publication and Converting Paper Division



Sales Subsidiary of St. Regis Paper Company

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"fine paper for fine printing"

St. Regis paper stands on its own. As growers of trees, producers of pulp, and operators of multiple mills—we can select and blend an ideal sheet for every purpose. We can control that sheet to establish grade uniformity.

The result is consistently a sheet of paper that handles well on the press—a lithographed job that pleases the customer.



GRAFARC 95 AMPERE
STANDARD PRINTING
LAMP

Catalog No. 32000 with
No. 33000 transformer
and No. 34000-1 stand.
For use with vertical
printing frames under
40" x 50"



GRAFARC 95 AMPERE STANDARD CAMERA LAMP

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Strong Grafarc Fully Automatic High Intensity ARC LAMPS

for all photo-mechanical reproduction processes

IN YOUR PLATE MAKING DEPARTMENT

- Cut exposure time in half
- Assure sharper dots
- Eliminate dot undercutting by crossover of reflected light rays

IN YOUR CAMERA GALLERY

- Uniform illumination on work of any size
- Extreme steadiness of light volume
- Constant color temperatures
- Eliminate illumination variable in accurate control of densities
- Power to punch through dense kodachromes

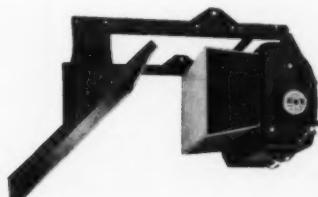
ON STEP AND REPEAT MACHINES

- Precise control of intensity for accurate repeats

Approximately twice the light per arc watt results from the use of a silvered glass reflector, instead of a metal reflector. Adapters to fit most cameras and photo-composing machines. Present line supply wiring is usually adequate.



GRAFARC 95 AMPERE PHOTO-COMPOSING LAMP
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GRAFARC 140 AMPERE OVER-
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GRAFARC
140 AMPERE
PRINTING LAMP

Catalog No. 32500 with No. 33500 transformer and No. 34000-1 stand, designed for use with vertical printing frames 40" x 50", 50" x 70", and larger.



GRAFARC 95 AMPERE OVERHEAD
PRINTING LAMP

Catalog No. 32221. Designed for use with horizontal printing frames under 40" x 50". Burns in normal position thereby avoiding smoking of reflector and preventing ash from depositing on surfaces in the light path. A 45-degree angle mirror redirects the light downward to the work area.

THE STRONG ELECTRIC CORPORATION
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Please send free literature and prices.

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FIRM.....

STREET.....

CITY & STATE.....

THE TODD COMPANY, INC.
ROCHESTER 3 NEW YORK



December 15, 1950

Mr. David W. Schukkind, President
E. P. Lawson Company
426 West Ford Street
New York, New York
Doubling an order rates a repeat
performance of this ad because it proves
again that **LAWSON CUTTERS RATE BEST!**

Dear Mr. Schukkind:

When it became necessary to expand our cutting department last summer we quickly reached the conclusion that nothing less than the best, most modern equipment would be satisfactory for our purposes. Extremely accurate, precision cutting is a prime consideration in our manufacture of checks and office forms, which in many cases are used in automatic accounting machines where hairline registration is vital.

Accordingly we designated three key men -- our bindery foreman, cutting room foreman and chief maintenance engineer to study available equipment and report back. Their recommendation was unanimous and emphatic -- Lawson cutters. Their reasons: Ease of operation, accuracy resulting from the extra wide 5" hydraulic clamp; increased speed; long life and easy maintenance. We then bought and installed four Lawson cutters and soon afterward ordered three more.

The Lawson cutters have more than lived up to our expectations. For example, we had been seeking to increase cutting speed on such items as installment payment coupon books where cutting had to be so accurate that "perfect" is the only possible description of it. Previously we had not been able to cut lifts of more than 50 sheets at a time without risking spoilage and re-runs. With our new Lawsons we increased the number of sheets per lift to 100, then to 150, and by stages up to 250. With the last figure, five times our previous production, accuracy was fully maintained. Over-all, we expect to increase efficiency up to 15% on all types of cutting.

From an employee standpoint, too, we are more than satisfied. From the "doubting Thomas" attitude, usual when employees are confronted with unfamiliar machinery, they quickly switched to admiration for the cutters. Now, they say, "just try to take them away from us!"

Todd printing is precision printing. Our customers would not be satisfied with anything less, indeed would not, in many cases, be able to utilize anything less. Only precision cutting, the kind we are getting with Lawson cutters, enables us to meet their standards and ours.

Very truly yours,

THE TODD COMPANY, Inc.

Joseph J. Cimell
16
Superintendent Printing Department

P.S. Todd bought 8 Lawson cutters!



You get 3 OK's on every job off a Little Giant Press!

The *operator* approves. He likes the ATF Little Giant's 3-lb. ink fountain, automatic press trip, automatic double rolling, variable speed control and other features adding up to *ease of operation*.

The *customer* approves. He likes the quality of work turned out on the ATF Little Giant... the better register, better impression, better ink distribution resulting from such features as universal setting of grippers, wide and thick bronze bed tracks, full coverage by all three form rollers.

And you approve. The high *production* of the ATF Little Giant (up to 5000 an hour) and its wide *range* (onion skin to 4-ply, long run or short run) mean you can handle many jobs on the Little Giant more *profitably* than on larger presses.

Immediate deliveries. Availability of materials now makes it possible to offer prompt delivery. Ask the ATF representative to show you substantiating facts and figures about the profit possibilities in the ATF Little Giant automatic cylinder press.

ATF

Better, More Profitable Printing from the Widest Line of Printing Presses

American Type Founders

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Branches in principal cities. Manufacturers of Kelly Presses, Little Giant Presses, Chief Offset Presses, ATF-Webendorfer Web-fed Offset Presses, ATF-Klingrose Gravure Presses, Foundry Type and Process Cameras. Distributors of Mann Offset Presses, Challenge, Chandler & Price, Hamilton, Rosback and Vandercook Equipment for Composing Room, Press Room and Bindery.



Why Du Pont "Photolith" Lithographic Film Is so widely approved

ETCHES SMOOTHLY

It takes a lot of dots to make a perfect picture . . . but the hard, sharp, clean-cut and correctly gradated dots made with Du Pont "Photolith" Film give every reproduction the clear, crisp sparkle of original copy. It's a characteristic that dot etchers everywhere like.



STRIPS EASILY

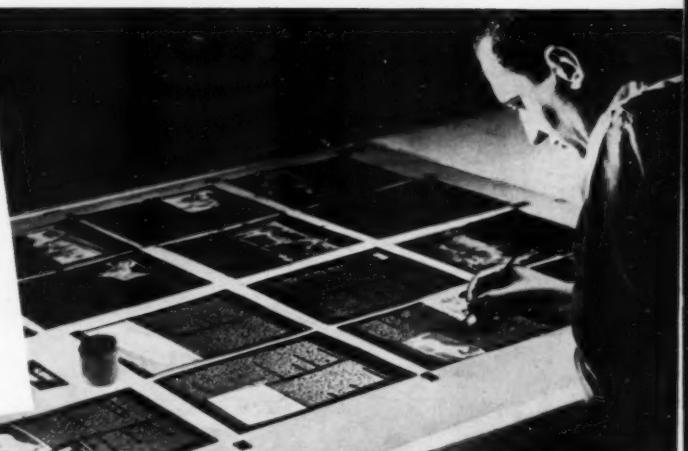
Strippers also like Du Pont "Photolith" Film because it lies flat . . . doesn't curl . . . strips without trouble. It's easy to handle . . . quick-drying . . . a film that is steadily gaining popularity in leading shops. Many outstanding features of "Photolith" contribute to top-quality results that make satisfied customers.



OPAQUES EVENLY

Opaque flows smoothly on "Photolith" Film . . . spreads evenly and "takes hold."

Try Du Pont "Photolith" in your own shop today and see for yourself how it can make your work easier and better. Dealers everywhere can supply you. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware.



Try DU PONT "Photolith" LITHOGRAPHIC FILM



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

EDITORIALS

MANY lithographers were sweating it out at the end of June. There was no way of knowing whether to go ahead with the complex job of filing ceiling price information for the July 2 deadline under Ceiling Price Regulation 22, or whether the Office of Price Stabilization would issue the new tailor-made printing order before the deadline. Another possibility was a postponement of the deadline. As it turned out, the latter was what happened.

Late Friday, June 29, the great brains in Washington looked down on the rest of the country and waved the scepter in favor of the lithographers. That was the end of the last business day before the deadline. The CPR 22 deadline was postponed indefinitely for the graphic arts, and we now await, at presstime, the momentary issue of the new ceiling price order prepared especially for the printing trades.

It has been common knowledge for a long time that this tailor-made graphic arts ceiling price regulation was being prepared (ML, June, Pg. 47). Yet the OPS muddled along, forcing lithographers, (and business men in a good many other industries as well) to sweat over the forms, pricing figures, calculating, and other time-wasting motions to comply with the law. Why couldn't the great brains have issued the postponement a week or two earlier?

It's a strange way to sell an industry on the idea of going all-out to help the Washington economic theorists in their drive to repeal the law of supply and demand.

LITHOGRAPHY, much of it produced in commercial lithographing shops, is going to play an important role in fulfilling the Government's printing procurement program. This is shown in the discussion of government printing by the Public Printer in this issue (Page 39).

According to the best available information at the end of June, the government's printing bill for the new fiscal year, which started July 1, will be approximately \$81 million. This figure may go as high as \$110 million when the full mobilization program gets rolling.

The GPO's capacity during the year will permit the production of about \$55 million of this total. Of the remainder some \$50 million will

be done in commercial plants. This figure includes the paper, which in many cases is furnished. But any way you figure it, it's a lot of printing.

At the present time 65 to 75 percent of the GPO procurement is in offset lithography. The short time allowed for production and the nature of the work, account for this percentage. The material often comprises such items as manuals, income tax forms, and reprints of previously printed material. Some of it involves type composition set on the GPO's photo-typesetter, the Public Printer indicated.

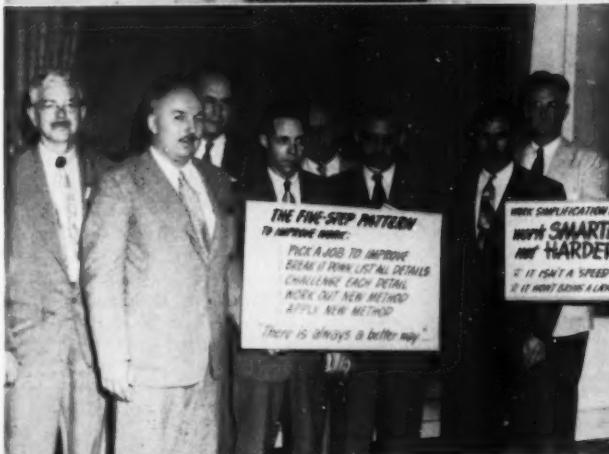
Like most government figures having to do with dollars, the above are incomprehensible to the average person. But it's a lot of offset.

MANY plants already have signed up with the GPO through its Standard Rate Contracts. There have been criticisms that the rates, broken down for each operation, are too low. As the Public Printer stated, these rates must apply nationwide, and while they may seem too low to lithographers in high-priced areas, on the other hand they are considered adequate in lower-priced sections.

There is another phase of GPO work which continues to draw criticism. This is the requirement to obtain return receipts from every addressee in cases where there are shipments on one order to many different points. Until all of these receipts are received by the lithographer, he doesn't collect any money from the GPO.

Among the larger lithographing firms, with ample working capital, this tie-up of funds may not be too serious. But among smaller firms, with less capital, it makes quite a difference whether they get their money in the usual Net 10 Days, or whether they have to carry the GPO for three or four months.

The return receipt is a logical theory, but when a few receivers neglect to sign and return the receipt, it creates a problem. After all the receiver is a customer of GPO, not of the lithographer. Perhaps the use of shipping receipts, or bills of lading would provide a workable method. We suggest the GPO look into this to find some better method, and thus help lithographers in their GPO work.



Jackson Heads LNA

425 Attend Annual Meeting in Spring Lake

A GENERALLY good outlook, barring all-out war, was given for the lithographic industry with regard to paper and other operating supplies, by speakers at the 46th annual convention of the Lithographers National Assn., held in Spring Lake, N. J., June 26-29. As for price regulations affecting those lithographed products not now exempted from price control, no definite word was given. This was expected to be clarified by early in July. A report on labor negotiations indicated that wage increases ranging up to 10 percent had been fairly numerous in agreements concluded during the past 12 months, although other changes in contracts had been few. The present inflation period was cited as probably the chief threat to the security of both labor and management in the industry.

Government relations, labor relations, and cost reduction through work simplification were the principal subjects dealt with.

On the business side of the program, two new officers were elected to lead the association through the next year. E. W. Jackson, The Steck Co., Austin, Texas, was elected president. He succeeds Randolph T. Ode, Providence Lithograph Co., Providence, R. I., to the office. For vice president, filling the post vacated

Top: New LNA officers: Wm. H. Walters, U. S. P. & L., Mineola, N. Y., VP; E. W. Jackson, The Steck Co., Austin, Tex., president and Paul R. Miller, American Comotype Co., Clifton, N. J., treasurer. The Work Simplification panel is shown, L. to R.: Ben S. Graham, Frank A. Myers, E. S. Jackson (in rear), Ike Dorsey, Wm. Winship (in rear), Lester E. Oswald, Wm. D. Holdsworth, and Charles A. Connard. Lower: Cyrus S. Ching, speaker.

by Mr. Jackson, LNA directors elected William H. Walters, president of U. S. Printing & Lithograph Co., Mineola, N. Y. Paul R. Miller, American Colotype Co., Clifton, N. J., was re-elected treasurer. Maurice Saunders continues as chairman. LNA staff officers continuing are W. Floyd Maxwell, executive director; Edward D. Morris, secretary; and Matthew H. O'Brien, general counsel.

Directors, elected to five year terms, are: Con P. Curran, Con P. Curran Printing Co., St. Louis; W. R. Ison, R. R. Donnelley & Sons Co., Chicago; Carl M. Reed, Niagara Lithograph Co., Buffalo; Robert A. Ritter, Calvert Litho Co., Detroit; and Charles W. Weis, Jr., Stecher-Traung Litho Corp., Rochester.

1. Lester E. Oswald presents the first copy of new LNA cost manual to Randolph T. Ode, retiring LNA president. 2. George E. Loder, National Process Co., New York and E. W. Jackson, new LNA president. 3. Goll chairman, Gerald W. Mathison, Michigan Litho, Grand Rapids, and W. Floyd Maxwell, LNA Exec. Director. 4. LNA treasurer Paul R. Miller.

Sessions were held at the Monmouth Hotel, while some social functions were held at the nearby Essex and Sussex Hotel.

Representatives of the chief federal government agencies with which the lithographing industry has to deal, discussed their agencies' functions and some of the current regulations. Information on future actions which may be expected from the agencies was related to current uncertainties and thus was generally inconclusive.

The program opened Tuesday morning with a welcome by Mr. Ode as LNA president.

U. S. Socialism

"We cannot defeat communism in Europe," warned Henry J. Taylor, "by going socialist at home." If we abandon the principles of free private enterprise, which have been the source of much of the great strength of our

country, and go down the road toward paternalism, government dictation to business, continuing centralized controls and finally socialism, we can weaken ourselves to a point where we might be an easy victim to Russia, Mr. Taylor predicted. He pointed to the example of France, which after World War I maintained a tremendous standing army for years, only to soften up under the budgetary strain, and the eventual unwillingness of the French people to work for liberty.

Questioning whether our economy can stand the strain of continuing tremendous government spending, with year after year of unbalanced budgets, Mr. Taylor warned that Russia is perfectly willing to wait for us to "knock ourselves out in our own gymnasium." Reminding his audience that the Russians are orient-

Wm. H. Dawe, Forbes Litho, Boston, and Arthur R. Hitchings, Forbes. 5. From the Consolidated Litho Corp., Brooklyn: James Murphy and Ralph D. Cole. 6. Wm. H. Walters, USP & L, Mineola, N. Y. and M. W. Davidson, Courier-Journal Litho Co., Louisville. 7. Two old-timers: Clarence W. Dickinson, R. Hoe & Co., New York, attending his 46th

LNA convention, and Maurice Saunders, chairman of the board of the association. 8. Charles W. Weis, Jr., Stecher-Traung Litho Corp., Rochester, and E. W. Jackson. 9. Frank A. Myers, Coplyer Litho, Cleveland, Charles A. Conrad, Western P & L, Racine, and Ike Dorsey, Coplyer, demonstrating a work simplifying jig for banding bunches of small labels.



als, he observed that neither human life nor time have the same meaning to them that they do to the western world. Russia is looking far ahead, he warned, and can afford to wait. We must not exhaust ourselves in the necessary continuing struggle to stay strong and ready to meet their eventual attack.

Continuing governmental controls can weaken the free enterprise system which has made us strong, he repeated. He called for an end to centralized controls on American business in no more than two years at the limit. High taxes can sap our strength, he warned, reminding that our non-war connected expenditures this year are far in excess of what they were only a few years back. Continued spending at present rates threatens the basic security of our country.

10. Mr. and Mrs. Geo. Thompson, Litho Chemical & Supply Co., Lynbrook, N.Y., and Michael Annick, Rutherford Machinery Div., New York. 11. Mr. and Mrs. Peter A. Rice, Electric Boat Co., New York. 12. Miss Edna Lauterbach and Edward D. Morris, LNA staff look over registration cards. 13. Alfred F. Rossotti, Rossotti Litho Co., N. Bergen, N. J., M. S. Burroughs, Dexter Folder Co., Pearl River, N. Y., and Leo Greenbaum, Willmann Paper Co., New York. 14. Mr. and Mrs. Fred Weldon, Gaetjens, Berger & Wirth, Inc., Brooklyn; William Carroll, Sinclair & Carroll Co., New York; and William Hogan, Miehle Printing Press & Mfg. Co., New York.

In his remarks, G. Griffith Johnson, economist of the Economic Stabilization Agency, Washington, reviewed the tremendous job the government has faced in trying to prevent prices from getting out of control and leading to run-away inflation. He reviewed the mechanics of the original price freeze, and explained the adjustments that have been necessary to eliminate inequities which were inevitable in that first across-the-board order. Wage controls, too, he indicated must inevitably be subject to adjustment, since the majority of workers had not had advances adequate to compensate for increased living costs at the time wages were frozen. Freezing their wages, without allowing for an adjustment to compensate for increased living costs, would have been unfair, he observed.

As to the future, Mr. Johnson predicted that taxes cannot be allowed to get so high as to wipe out or seriously curtail profit margins. Neither can they be allowed to absorb the upward wage adjustments indicated, since the government recognizes that neither business nor workers can be expected to exert maximum effort without the profit incentive. As to the price and other controls which have been necessary while we go through the "bulge" period of rebuilding our armed power, Mr. John-

son predicted that they can safely be abandoned once that force has been rebuilt, which he indicated might be

OPPOSITE PAGE: 15. Harry E. Brinkman, Cincinnati Litho Co., Pres. Litho Technical Foundation, with Carl Mellick, Miehle Printing Press & Mfg. Co., Chicago. 16. William Recht, Gaetjens, Berger & Wirth, Inc., Brooklyn; George F. Brown, Chicago Cardboard Co., William H. Glover, Jr. (in rear), Sweeney Litho Co., Belleville, N. J.; W. Harvey Glover, Sweeney Litho, and David Schulkind, E. P. Lawson Co., New York. 17. Mr. and Mrs. Harold Gegenheimer, William Gegenheimer Co., Brooklyn. 18. Harry Grandt and Hugh Adams, Roberts & Porter, New York and Chicago, respectively. 19. Bert Smith, Crescent Ink & Color Co., Philadelphia; Mrs. Smith; and H. W. Kortlander, Western Litho Co., Los Angeles. 20. John Ristine, R. R. Donnelley & Sons Co., Chicago with Harry A. Porter, Harris-Seybold Co., Cleveland. 21. Ernest E. Jones and Bernard Sears, Graphic Arts Corp. of Ohio, Toledo. 22. Mr. and Mrs. John F. Perrin, USP & L. Mineola, N. Y., and John Begley, Kohl & Madden Pig. Ink Co., New York. 23. Georges Swart, Swart & Son, New York, and Stuart E. Arnett, Harris-Seybold Co., Cleveland.

24. George R. Hoover, Jos. Hoover & Sons Co., Philadelphia and V. R. Stafford, R. Hoe & Co., New York. 25. George Madden, Kohl & Madden Pig. Ink Co., Chicago; Randolph T. Ode, Providence Litho Co., Providence, LNA retiring president; and Jack Dabney, Harris-Seybold Co., Cleveland. 26. B. P. Nilles and David M. Rapport, Rapid Roller Co., Chicago. 27. Robert Marquardt, American Type Founders, Elizabeth, N. J. and Douglass Murray ATF Webendorfer Div., Mt. Vernon, N. Y. 28. Milton Berg and John B. Webendorfer, Acme Litho Plate Graining, Inc., Brooklyn. 29. Charles Kayser, Miehle Printing Press & Mfg. Co., Chicago, and Charles Klein, Progress Litho Co., Cincinnati.





within the two year period mentioned in Mr. Taylor's talk.

The meeting of the Mfg. Bank Stationers Section of L.N.A. was attended by manufacturers of bank stationery from all parts of the country, and was in the form of a luncheon meeting. The presiding officer was John H. Harland of the John H. Harland Company, Atlanta, who was chairman during the past term.

Among the matters taken up at the meeting was a report by V. B. Seaman, chairman of the Committee for the Development of a new Check Imprinting Machine. This report relates to a project under way for the development of a new type of machine. Detailed drawings of this machine have been completed and work has been started on a model which is hoped to be completed by the end of this year.

A report on the various activities of the section was given by A. C. Uffler of the L.N.A. staff who is the secretary for this group, and plans were discussed for the ensuing year. Among the activities planned was a program of cost control and cost reduction for bank stationers, through the adaptation of material contained in the new L.N.A. Budget Cost Manual.

Executive committee members elected are: 1-year term: John H. Harland, John H. Harland Co., Atlanta, Ga.; and J. H. Riggs, Young & Selden Co., Newark, N. J.; 2-year term: L. B. Case, Geo. D. Barnard Co., St. Louis, Mo.; and V. B. Seaman, Dennison & Sons, Long Island City, N. Y.; 3-year term: Theo. Buerck, Commercial Litho. Co., Louisville, Ky.; Malcolm Dennison, Rocky Mountain Bank Note Co., Salt Lake City, Utah; and L. W. Jacobs, Jr., Bankers Litho. Co., Pittsburgh, Pa.

Mr. Seaman was elected chairman for the ensuing year and A. C. Uffler, secretary.

The Wednesday morning session opened with the presentation to the membership of the new L.N.A. Cost Manual, which provides a complete guide for setting up and operating

a modern accounting system in a lithographic plant. Lester E. Oswald, treasurer of the E. F. Schmidt Co., Milwaukee lithographing firm, described the work done since 1948 on

Meet the President

E. W. Jackson, the new L.N.A. president, 56 years old, was born near Goldthwaite, Texas. For two years prior to World War I he taught school in Austin, first in an elementary school and then as principal of the high school. During World War I he served in the 42nd Division, under General MacArthur, as a dispatcher of motor transport. Returning to Texas after the war, he entered a school book and school supply business in which Mr. Steck was interested. During the post-war years this business was merged with Steck's printing and lithographing business and thus Mr. Jackson, in 1921, first became identified with the lithographic business.

When he joined the Steck company which had been in business since 1912, it operated with one litho press. The company's litho presses now include six sheet feds, two of which are 2-colors, and two web feds, one of these being a 4-color perfecto. They specialize in publications, books and catalogs, and also do direct mail work. The company first joined the L.N.A. in 1919 and Mr. Jackson has been an L.N.A. board member since 1942.

Mr. Jackson was married in 1922 to Miss Harriet Stanford. Their only son, E. W. Jackson, Jr., is now 27 years old. He represents The Steck Company in Dallas. He and his wife have a daughter, age seven, and a son, four years old.

the new manual, and presented the first copy to Mr. Ode on behalf of the committee which developed it. The committee which worked on it, besides Mr. Oswald, includes Saul L. Blackman, treasurer, Brett Lithographing Co., Long Island City; Everett F. Bowden, assistant treasurer, Forbes Lithograph Mfg., Co., Boston; Ray M. Jacobson, controller, H. S. Crocker Co., San Bruno, Calif.; Harold E. Rowles, treasurer, Stecher-Traung Lithograph Corp., Rochester-San Francisco; Ralph F. Stephen, controller, The Meyercord Co., Chicago; Russell E. Welch, secretary and controller, U. S. Printing & Lithograph Co., Cincinnati; and Edward D. Morris and Alfred C. Uffler, of the L.N.A. staff.

The manual consists of two major parts: first, setting up a cost budget; and second, the coordination of the actual costs to the budget. Exhibits in the manual show the method of preparing a budget with all work

sheets used to get the figures; a cost accounting section showing the posting of Journals, general ledger, and the preparation of journal entries with the financial statements resulting from the entries. Also included is a typical job cost sheet and a method of recording purchases of material and labor. There is also a chapter dealing with operating reports which show management and department heads the results of the month's departmental operating costs as compared to the budget.

The manuals are to be distributed free to L.N.A. members and are available to others for \$17.50, Mr. Oswald said.

Work Simplification

The cost reduction, work simplification panel discussion played to a full house, and included many practical examples of getting more production with less physical work. Defined as "The organized use of common sense," the principles of work simplification were outlined, and applications, mostly to binding and shipping operations, were illustrated.

William D. Holdsworth, a partner of Stevenson, Jordan & Harrison, New York management engineers, outlined a four-step method of simplifying work: 1. observation of the problem; 2. analysis and measurement; 3. synthesis-taking the job apart and putting it back together, leaving out the bad parts; and, 4. standardization of the method of doing the job. "You don't have to be an engineer, scientist or psychologist" he said, but you need the kind of thinking that can analyze a problem, and challenge present methods.

Frank A. Myers, treasurer, Copifyer Lithograph Corp., Cleveland, was the next speaker, and devoted most of his time to the presentation of a skit dramatizing actual development of simplified methods as it happened in the Copifyer plant. To present the semi-humorous skit, he enlisted the aid of Charles A. Conrad and Harold Spencer of Western Printing & Lithographing Co., Racine, Wis.; and Ike Dorsey, bindery foreman of Copifyer. With actual samples, and reading from a prepared script, they

approached a problem involving small bundles of loose labels. The problem was to wrap or tie lifts of 100 of the tiny labels, on a run of 1,000,000. Many kinds of wraps, ties, tapes, etc. were tried and discarded until a method of applying rubber bands was devised. A simple jig to hold the bands was built and the job went ahead with speed. A second skit concerned the assembling of 80,000 copies of a loose-leaf army training manual. This too was solved by discussion, trials, and teamwork of the foremen and the people on the job. One of Mr. Myers' chief points was to let the person on the job work out the simplified method. Then it will have 100 percent cooperation.

Mr. Conrad, the next speaker, also discussed the basic principles of work simplification, and showed a series of motion picture shorts filmed in the Western plant at Racine. These showed how work was done before it was analyzed, how it was analyzed by those on the job with their foreman, and how it was simplified to make it easier for the employees while bringing down production costs. All of the examples dealt with binding and shipping methods.

Ben S. Graham of the Standard Register Co., Dayton, concluded the panel presentation with a talk on work simplification in the office. Paper work, he stressed, is the foundation of good control of all types of operations. There are tremendous elements of waste in paper work, he said, and methods being used should be analyzed. He urged the restoring of importance and dignity to the individual employee, as opposed to mass production thinking. Let employees see the goals of mass production, and present a challenge to them. "Get them on the team", he urged, "let them get into the act." He cited an experiment in a litho pressroom where the record production stood at 80 percent of the arbitrary standard used for scheduling. With a program of work simplification, and using ideas which originated entirely in the pressroom, production went up to 108 percent of the standard. The resistance isn't so much to change as such,

but to dictated change, he asserted. Let the employee participate and he will become interested. All of the speakers stressed that simplification is not a "speed-up" and that employees

ployee to one employer or one organization, he pointed out. After tracing the development of collective bargaining in the U. S. and the trends of welfare and pension plans, he warned that everyone concerned in labor and management must take responsibilities as well as rights. "We must see to it that neither labor nor management builds up class consciousness," he stressed. Class consciousness, he declared, is a "deadly thing." "Anytime the members of one group try to put handcuffs or leg irons on another group, they are forging their own fetters," Mr. Ching emphasized. Once freedoms are taken away, one by one, you cannot turn back, and much of the chipping away of freedoms happens unconsciously, he warned.

Carlton F. Diskin, counsel of the Pulp and Paper Div., Office of Price Stabilization, said in his address that the OPS is working on a "workable regulation tailored to printing". Whether this new regulation would come out before the July 2 filing date for forms under the CPR 22 general price ceiling regulation, he declined to say in reply to a question. He also declined to say whether the printing and lithographing industries would receive a waiver, or extension of time for filing under CPR 22 until the new printing order is issued. Mr. Diskin emphasized the need for price controls to halt inflation. As an example of the increased costs the government must face, he said a General Patton tank at the end of World War II cost \$153,000, and now costs \$240,000. The increased taxes are eaten up by such price increases, he asserted. The real impact on the economy of the defense mobilization program will not be felt until this fall and winter, he predicted. We might enter a short-term business recession, he warned, but this should not be mistaken for a major stoppage of the inflation spiral. He called on business men to carry their responsibility in making price regulations work, to support the business men who are aiding in the government, and pass up the chances to make a "fast dollar."

WINNERS OF GOLF TOURNAMENT LNA Spring Lake Convention

Low Gross	R. E. Welch	1st
Kickers 70-80	Tom Morgan	2nd
	P. Goffell	1st
	Geo. Conrad	2nd
Warren C. Brown's Trophy	W. H. Caspachael	1st
	Geo. McSwamy	2nd
Low Net	George Welsh	1st
	George Thompson	2nd
Odd Holes	T. Moran	1st
	L. Littman	2nd
Even Holes	Jerry Bond	1st
	R. Wrenn, Sr.	2nd
Blind Bogey 80-90	G. W. Mathison	1st
	Lao Greenbaum	2nd
Low Net	R. R. Heywood	1st
	R. Wrenn, Jr.	2nd
Low Net 50 & over	W. Winship	1st
	J. L. Hefley	2nd
Putting	J. A. Hefleyton	1st
	J. E. Shreman	2nd
Low Net	R. E. Hennacy	1st
	T. J. Lawler	2nd
Low Gross	Ed Krey	1st
	M. S. Burroughs	2nd

Ladies' Contest

Low Gross	Miss Gartjen
2nd Low Gross	Mrs. Plessman
Kickers 70-80	Mrs. Diven
Putting Contest	Mrs. Paul Black

The runners-up all received decks of playing cards, donated by the Western Printing & Lithographing Co.

not needed in a job which has been simplified must always be put to work elsewhere to help production.

E. W. Jackson was chairman of the session. William M. Winship, Brett Lithographing Co., and Harry E. Brinkman, Cincinnati Lithographing Co., questioned the panel as auditors, following the presentation.

Federal Controls

The Wednesday afternoon session was devoted to addresses by various federal government officials, headed by Cyrus S. Ching, director of the Federal Mediation and Conciliation Service. In general, wage ceilings will follow cost-of-living increases, he said, adding that the General Motors contract, which is tied to the Cost-of-Living Index, definitely has set the pattern for all industry. There is nothing definite about increases above the ten percent limit set by the Wage Stabilization Board, Mr. Ching observed.

He touched briefly on pension and welfare plans, and indicated that in his opinion the present plans were not the final answer to the problem. The present ones tend to tie the em-

James L. Harrison, staff director of the Joint Committee on Printing of Congress, outlined the functions and policies of the joint committee.

The policy of the government on printing is to halt further expansion of government printing facilities.
(Continued on Page 105)

CONVENTION SIDELIGHTS

THE old maxim about all that goes up must come down, was almost disproved at the L.N.A. convention when a party of lithographers were stuck for some time in a hotel elevator which refused to come down. Those on the car included Mr. and Mrs. Louis Landenberger, Kettelinus Litho, Philadelphia; Mr. and Mrs. Alfred Rossotti, Rossotti Litho, N. Bergen, N. J.; Mr. and Mrs. Wm. Recht, and son, William, Jr., Gaetjens, Berger & Wirth, Inc., Brooklyn; Miss Adele Gaetjens, Oradell, N. J.; and Christie Clark, Rolph, Clark, Stone, Ltd., Toronto. The car stopped with a jolt, jarring the people, and, since it was between two floors, it soon became apparent that the only way to get out would be to clamber up through the trap door in the top. Al Rossotti led the way, getting grease from the mechanism all over a first-time-he-had-it-on new suit. The hotel brought in sheets and the others were pulled up in slings.

★

RFC means "return fur coat" observed Dr. Wolfe, convention speaker. He also quoted an unnamed economist. "The reason a dollar won't do as much as it once did, is because people won't do as much for a dollar as they once did."

★

Merrill Lord, NPA speaker, recently won the Washington, D. C. golf championship. He came close to bringing his score down to meet his age—ever try it? His score—67; his age—60.

★

Ernie Russell, of the Erie Div., U.S.P. & L. is still taking a Coke to bed with him for a warm drink first thing on arising.

★

Frank Myers' skits, and dialect, together with the flaming red wig

he appeared in to portray a bindery girl, brought down the house in the work simplification presentation.

★

Joe and William Downing were entertaining again in the S & V suite reading minds, and telling people the serial numbers on unseen dollar bills. Eleven different lithographers offered them jobs as estimators.

★

Tom Lawler, K & M rep, was sporting some new golf club hoods won at the recent golf competition of the Rochester Litho Club.

★

The supplymen's social committee, headed by Bill Hogan, did a good job putting on the cocktail affairs each evening. The Wednesday evening event, scheduled to be held in the garden of the Essex and Sussex, was moved indoors at the last minute because of threatening weather.

★

Rain, muggy heat and threatening weather marred the beach, tennis and golf activities to a certain extent, although considerable sunshine was available between rains. On Friday most golfers finished the course before the deluge, but many were caught in a sudden downpour. Quite a number of hearty souls plodded on through and finished the round, rain or no rain.

★

Visitors got an unfortunate impression of what is one of your reporter's favorite summer spots. And it is always embarrassing to have to explain to Californians and Texans that the weather is perversely "unusual."

★

Speaking of Texas, the president elect of the L.N.A., E. W. Jackson of The Steck Co., Austin, is a native of the Lone Star State. We were surprised at the considerable number

of Texans in the group. Led by Tony Math of S & V, who hails originally from Texas, they paraded at the annual dinner behind a Texas banner to honor the new president and make him feel at home.

★

Added Texas note. The Shamrock, fabulous new hotel in Houston, is under consideration as a possible future convention site. However, for next year and the year following, the plan is to return to White Sulphur Springs, W. Va., locale of so many previous successful L.N.A. meetings.

★

And if you have any doubts as to where the group met in 1907 or 1922, just ask Clarence Dickinson of R. Hoe & Co., dean of the industry, who sold the first commercial offset press ever built. Dick has attended every L.N.A. convention since the initial meeting 45 years ago. Recognition was accorded this unique record at this year's banquet when at the direction of the L.N.A. board, Jerry Mathison, in charge of the prize awards, presented Dick with a handsome token in the form of a set of steel steak knives.

★

Another notable anniversary, their 32nd wedding anniversary, was celebrated by Mr. and Mrs. Maurice Saunders on June 28th, the night of the annual banquet.

★

Most embarrassed man at the convention, at least for one particular five minute interval, was Bob Long, editor of this here sheet, who had to try to explain to Pete Rice's wife the significance of the intended humorous note about her husband in a previous issue.

★

J. B. Eaton of Dameron Pierson Co. took part of an evening off to show this operative and several other victims the brand of bridge they play in New Orleans. Take our word for it, the man knows what he is doing when he gets those thirteen cards in his hand.

★

As close as we were to the Monmouth race track, attendance of the
(Continued on Page 118)

Government Printing

Offset is playing a major role in the GPO procurement program during this emergency period

By John J. Deviny

U. S. Public Printer
Washington, D. C.*

IN recent weeks our emergency situation appears to have reached a temporary leveling off as far as printing requirements are concerned. I am told that it is temporary; that the Government's plans contemplate an expanded operation, and a volume of printing requirements larger than we have yet experienced. I can speak with finality only about that work which we have actually received.

Immediately after the outbreak of the Korean activities, orders for printing began to increase. They went higher and higher until we wondered when they were going to stop. I would say that after reaching a fiscal year peak about May first our volume has remained nearly steady for an eight week period. But by the time this peak was reached we had a year's dollar volume equal to our record year in 1945. That year our total business was worth \$80,000,000 in round figures. This year, when the final results are in, it will be about \$96,000,000. Naturally, the latter total reflects the increased cost of labor and material.

It has been estimated that printing requirements of the defense agencies alone during the fiscal year that begins July 1 will amount to \$81,000,000. Roughly, about \$50,000,000 will be needed for training and technical publications, \$20,000,000 for forms in all categories and the re-

mainder of the total for administrative publications. These estimates presuppose approval of funds set up in appropriation requests now before Congress. It is further expected that 90% of this estimated volume will clear through the GPO with the remainder representing field contracts of the military service. If these estimates are realistic—and I do not presume to guarantee them, since they come from sources outside my office—then GPO procurement figures will rise sharply above present levels. These are the defense agencies' own figures, given to the National Production Authority by the military procurement representatives.

Another printing requirement of the government, probably not included in these estimated totals, is the production of instruction pamphlets on the use of equipment. In the original printing, these are covered by the contracts for the equipment, and the equipment manufacturers usually subcontract for these publications. The GPO does not enter into their production unless they are requisitioned from us as reprint manuals.

Based only on the figures for the military, then, it seems reasonable to suppose that our printing requirements will increase, that the total can easily reach 100 million and that it may go to 110 million or more. But when military training and other

defense activities increase, the repercussions are felt all along the line. For example, the control agencies may find their activities and their printing requirements stepped up considerably.

Now, I shall tell you what the GPO has done, is doing, and expects to do to insure that these government printing requirements are met.

First of all, quite naturally, we in the GPO intend to do everything possible to produce what is needed to the topmost limits of our production capacity. At best, though, this capacity will not exceed a dollar volume of 55 millions, without an expansion of our facilities.

Procurement Policy

From time to time, it is necessary that we review our present policy of procuring from the printing and lithographic industry such work as we are not equipped to produce and to study the matter of plant expansion. I believe you will be glad to know that we have never found any reason to think seriously of abandoning our use of the facilities of the commercial industry.

The printing and lithographic industry has represented to the government's control agencies that it has ample facilities for the production of government requirements without further government installations. This is also my opinion, provided the

*Before the Lithographers National Association, 46th Annual Convention, June 24-29th, 1951, Spring Lake, N. J.

industry continues the present degree of cooperation. I am confident that it will do so as long as the present conditions in the industry exist. On the other hand, if there should be a sharp upward trend in non-government requirements, I am equally confident that difficulties will arise in connection with our buying. But I have enough faith in the industry and its leaders to believe that it will give us what we need under any and all conditions. On this promise, I am formulating our plans for procurement of all surplus government printing from commercial sources and I do not intend to expand our plant and equipment either in Washington or elsewhere. Further than that I shall use whatever influence I may have to prevent unnecessary growth of agency printing facilities in the national capital and in the field.

Certainly at this moment the cooperation the government is receiving from the printing and lithographic industry is entirely satisfactory. In the past nine months our business increased about 50% as compared with the like period of 1950. But the volume of commercial procurement has doubled. Your industry, through its spokesmen, has accepted the responsibility of supplying the government's printing and lithographic requirements that are surplus to the facilities of the Government Printing Office. And our plans contemplate the continued use of your services. So we are very definitely in this thing together.

We intend to utilize the facilities of the GPO for those classes of work that we can do most economically or expeditiously. Our plant must be kept available for Congressional printing, for overnight or extremely short-schedule work, such as we are now receiving from the control agencies and others, for those jobs that have traditionally been tailored to our equipment, and for publications that seem to require frequent, direct and involved relationships with the ordering agencies.

All printing and lithography in excess of the amount we can produce will be procured commercially. What

does this mean to you? It means that the industry will be asked, permitted, or expected, however we choose to interpret it, to provide about 50 million dollars worth of printing annually, including the cost of paper which, in some instances, we may supply. If the volume expands beyond this year's 96-million-dollar valuation you will supply the entire increase. The advantages for all under this arrangement are obvious.

Our requirements cover a wide range, such as composition, photoengraving, platemaking, book and job printing and binding, salesbook style products, various styles of multiforms; such as snapouts, marginally punched forms, posters, maps and charts. The specifications cover products manufactured by various processes, not only lithography but also letterpress, silk screen, gravure, and photogelatin, and they range from the simplest job in one color to the highest fidelity process color work.

Standard Rate Contracts

It is probably common knowledge among you that we have set up contract supervisory staffs in New York and Chicago to supply paper to contractors in those areas and to service the jobs procured there. These establishments have been in operation for several months and are performing quite satisfactorily.

Of greater interest to the industry generally are the standard-rate contracts recently put into effect. For the benefit of those who are not familiar with them I will describe briefly this form of negotiated contract which we used so effectively during World War II.

The procedure for setting up and beginning operation of this form of contract is as follows: The Office made a thorough study of average bid prices received, of our own unit costs, of printing-house rates, and of standard commonly-used scales of prices. All this information was used to set up tables of composite rates for composition of various classes, hand and machine; for a thousand press impressions on various sizes of printing and lithographic presses; for negatives, mats and casts, vinylite and

tenplate molds, shells and electro-type plates; photoengraving units for all classes of line, screen and combinations, etc. Provisions also were made for binding, wrapping, carting and shipping.

In other words, there was a unit or time rate for practically every printing house operation in the series of contracts. Then the Office went to the industry and its outstanding representatives and developed the rates, resulting in some revision, after which they were sent out about May 1, to some 1300 contractors for signature.

The signed contract is an agreement to produce any printing and binding job, when offered by the Government Printing Office and accepted by the contractor at these item rates. Offerings are made, as far as possible, in rotation to firms who have signed up. The contractor is freed of the necessity for estimating costs on each job and submitting his bid in competition with others because each operation price has been previously determined and accepted. He then has only to advise us whether he has facilities available which will permit him to accept a job which we describe in general terms. His payment is for work actually performed. Under this method of award the Office saves invaluable time in requesting and awaiting bids, because a job can go almost immediately into production.

At the last report, about 775 contractors throughout the country had signed one or more of the five contract forms. We now have about 1900 of the contracts in effect. These contracts are being used for all classes of work which will fit the rates and I believe some 600 jobs have already been placed under them.

I think this is evidence that the rates allowed under the contracts are generally acceptable. There have been a few letters criticizing them as too low and a large number which state that they are considered adequate.

Bear in mind, please, that these rates are designed to cover the greater percentage of our work, which is

(Continued on Page 111)



The author worked in the graphic arts film business for Ansco from 1933 until 1947, during which time he visited lithographic plants in all sections of the country. His final job with Ansco was manager, graphic arts sales. He joined Roberts & Porter, Inc. in 1948, as manager, Photographic Products Division. He has addressed numerous Litho Clubs, conventions and technical meetings.

What's the Story on

LITHO FILM?

By *John J. Shahill*

Roberts & Porter, Inc.

SHORTAGE! Rationing! Allocation! Substitute! Backorder! Cancellation! Priority!—The words have been heard frequently in the last several months during discussions about film used in Lithographic plants. Although a great deal of doubt and anxiety has disappeared in the last 30 to 60 days, enough people have, in the past, expressed apprehension and indecision concerning the future supply of this vital item to make it worthy of investigation.

To make a worthwhile analysis, certain background information must be considered. First, it should be remembered that for some years, since World War II, a 15% federal excise tax has been levied on film used in lithographic plants throughout the United States. Prior to the outbreak of war in Korea, it was apparent that some consideration was being given, in Washington, to reduction or even elimination of this particular excise tax. Newspapers and trade journals reported this fact. It was known by all,—the manufacturer, the supplier, and the consumer (lithographer).

During and after World War II,

it was fairly common practice for the lithographic plant and the supplier to carry reasonably heavy film inventories. Naturally, the hoped-for relief through excise tax reduction prompted both to cut back rather severely on these inventories.

Then came the Korean War—and suddenly. Like other wars, it made people "shortage" conscious. Then too, prices started to climb on many items used by the lithographer. Who could tell? Film might be next! A certain amount of "panic" buying took place for a period of months. Some people actually were trying to beat a possible shortage or price increase—or both. Also, with the Korean War a reality, it was evident that any excise tax relief was now "out the window". So we had further explanation for a sudden sharp increase of film buying,—or climbing inventories,—at the supplier and consumer level.

Most, if not all, manufacturers probably had substantial inventories at the time, but this sudden increase of film movement placed a strain on supply lines. The production of photographic film is a very complex and time-consuming operation. Cast-

ing machines (for film base) and coating machines (for finished product), as well as raw materials must be checked and rechecked carefully. Probably no other industry finds it necessary to do any greater amount of "testing" before, during, and after actual manufacture. Production simply cannot be increased overnight.

With a surge of buying activity, manufacturers' inventories were depleted rapidly. As the situation continued, even suppliers' stocks became "out of balance". Some items were bound to be delayed. Unfortunately, this only added to the "panic" and made more people feel there might be something to the shortage talk.

It should be pointed out, however, that under normal conditions photographic manufacturing can be stepped up in a reasonable period of time. With proper planning, scheduling, and enough time allowed for testing activities and other factors, a smoothly increasing flow of film is possible. The writer has felt for sometime that careful investigation would convince lithographic personnel that there is, and will be, enough film for everyone, providing reasonable buying habits and procedures are followed. A sur-

vey made by the writer recently, of key lithographic centers of this country, indicates that people are not as concerned now about a possible film shortage as they were six months ago. It shows that stock piling has leveled

off and manufacturers and suppliers have repaired and strengthened their film supply lines.

Film for the graphic arts is in good supply now and indications are it will continue to be. There are only a

few major photographic film manufacturers in this country and therefore it is not too difficult to study or survey their activities and reach conclusions about the industry as a

(Continued on Page 111)

Economy Tips on Litho Film

THE following suggestions might remind you of a few ways to gain greater economy and efficiency in your daily handling of lithographic film:

- 1) A good size table or bench with a clear working surface will enable a man to do a better job and work to closer tolerances. Too many darkrooms are badly cluttered—poor working space.
- 2) A guillotine type film or paper cutter equipped with a ruler or measuring device provides a way to get the exact size film wanted before making an exposure.
- 3) Film is supplied in certain standard sizes, both cut sheet and roll. Quite often one of these is cut down before exposure, leaving a narrow strip or small piece of unexposed film in the lithographic darkroom. Some plants use a "scrap box" to hold this material. The scraps can be ex-

posed for very small or oddly shaped line and halftone negatives at a later time. This system can prove economical.

4) One of the most important aids in a darkroom is a sufficient number of properly placed safelights or colored bulbs. They are useful at the work table, where cutting might be necessary, at the camera, where film is placed on a vacuum back or stay-flat, and at the sink, where film is developed. Adequate safelight illumination means the needed film size will be cut correctly and placed accurately in the camera with minimum waste. Development inspection will be easier and more accurate.

5) Sometimes good exposures are ruined by exhausted, oxidized, or old developer. A good quantity of fresh developer costs far less than one average size sheet of film.

It is false economy to develop too many films in one batch of solution. Use it fresh.

6) Most films work best with processing temperatures of 68° to 70° F. Some workers check solutions by hand, using the "feel" system, but most of us cannot. A thermometer is not expensive. It does not have to be used with each individual negative, but is an excellent checking device to keep handy.

7) Dust and dirt are common enemies to all types of photography. General darkroom cleanliness will insure more satisfactory results, with fewer make-overs and less opaques.

Of course there are additional ways to promote greater economy and efficiency in the photographic gallery. Several control devices are available but space does not permit a full discussion of them at this time. As examples, light integrating instruments, and thermostatically regulated sinks can be mentioned. Although both require initial capital investment, they do establish control over exposure and development. In some plants they are absolutely necessary—integrating instruments where line voltage fluctuates and critical exposure units must be maintained—thermostatic controlled sinks where incoming water supply lines are at 80° or 85° F and film development requires 68° or 70° F. ★★



Rough sketch shows some of the suggestions mentioned by the author for adequate working space for handling film.

Training is the Key

Western Printing & Lithographing Company's Technical Institute has paid good dividends. Here's a report how the program operates.

By *Lawrence Brehm*

Western Printing & Lithographing Co.
Racine, Wis.

A talk given before the National Assn.
of Litho Clubs convention, Cleveland.
May, 1951.

PART TWO

NOW let us shift our attention to the journeyman tradesmen in the various branches of the graphic arts industry. In these progressive times when equipment, materials and techniques are changing and improving so rapidly, and competition in the production of quality printing at a reasonable cost becomes keener, it is imperative that full advantage be taken of the most modern short-cut methods of production. If we are to do this, *our journeyman personnel* must be kept abreast of the times! For in the final analysis, the success of the business may depend to a large extent upon the caliber and effectiveness of the journeyman tradesman. If this be true, it is to the best interest of every printing organization to keep its journeymen informed. To cite just a few examples, the photographer, litho artist and platemaker should be familiar with the magenta screens, a host of color-corrective masking systems, know something about the electronic scanner, the new photographic plates and films, as well as checking devices such as the densitometers, and light unit meters. They also should know about gray scales, bi-metal and tri-metal plates and other new developments. In the pressroom there are new and faster presses, (both sheet fed and web fed) electric eye register control, scientific color matching devices, gloss and flash dry inks—one could go on almost indefinitely with the list.

An opportunity must be provided to make this trade information available to the tradesman! It can be accomplished with planned evening classes, demonstrations, plant visitations, lectures, movies, etc. This is primarily the responsibility of management, trade organizations, and equipment and supply manufacturers. Trade organizations such as your Litho Clubs, the Printing House Craftsmen, Printing Industry of America, Lithographic Technical Foundation and National Association of Photo Lithographers and others, have developed the idea to a considerable extent. But the practical application of it must be brought

home directly to the tradesman in order that he may take full advantage of its possibilities. A good job of training in this category will do several things. It will get these new methods, equipment and devices into operation in the very minimum of time. It will keep the journeymen aggressive and open-minded and vastly improve the caliber of craftsmen in our industry. And it will do much to sell the whole training program to both management and labor.

Foreman Training

Now let us discuss for a few minutes the matter of training for foremen, assistant foremen and keymen (potential foreman material.) Almost invariably these men are drawn from the ranks and rightly so. They have been chosen for the job because they have proved themselves outstanding craftsmen. They have worked hard and long at learning their trade and developing skill at it. And because of their outstanding records, they were chosen as supervisors. But here is a strange thing! Let me draw a picture for you. Joe is a pressman, a good one, probably the best in the department. Over a period of years he has developed unusual skill at operating his press. One day the plant superintendent calls him in and says: "Joe, you have been doing a swell job. You know, of course, that your foreman hasn't been feeling up to par of late. Well, it develops that he is a very sick man, much worse than anyone expected. We are going to have to grant him a long leave of absence—probably he will never come back. We are sorry to lose him but it can't be helped. We have looked over the fellows in the department and we think that you are the man to take over his job. Starting Monday, the job is yours. Congratulations, Joe, we know you'll do a swell job of it."

Of course Joe is happy. But—by the time Monday morning rolls around, Joe has had plenty of time to think. He's not so sure—he's not perturbed about his own ability or skill as a pressman, but he has never had to handle men before. And here,

over a single weekend he is expected to acquire the new and very complicated skill of handling men, besides being responsible for production, quality, and a host of other things for the entire department. A journeyman on Friday, a foreman on Monday—how often we do it that way!

Joe puts everything he's got into the new job and like many other Joes we know, he finally develops into a more or less successful foreman. But not before he has made many mistakes, gotten the crew and management all riled up, and generally had a bad time of it, learning by trial and error.

It is quite obvious that this situation wasn't quite fair to Joe, nor does it indicate sound business sense on the part of top management. The probability of this happening must have been quite obvious to the superintendent and yet nothing was done to prepare Joe for the new responsibility which was given him.

I would like to tell you about a foreman training program which has been developed by the Research Institute of America under the auspices of Printing Industry of America (PIA) and the Lithographic Technical Foundation (LTF). It is an excellent program! I know because we have used it. Two groups of top-flight foremen and key production office personnel have taken the course. Some of the men have been supervisors for more than 20 years and they are all enthusiastic in praising it. It consists of 20 hours of concentrated training—ten, two-hour sessions which will help a foreman to understand his problems, give him a plan for working them out intelligently, and develop a skill in carrying them to a successful conclusion. There are five sessions on "Human Relations" and how to solve human relation problems in the shop; three sessions on "How to Instruct" and give orders; and one session on "Job Methods" or work simplification. The final session deals with foremen and assistant foremen as *front line* management men. At Western in Racine, we have added an

additional 12 sessions on work simplification.

The entire course makes use of the new conference technique and will go a long way toward developing a highly productive, smoothly operating, management labor team. I would strongly recommend it for your consideration.

Related Training

There is one more field to be covered and that is the Related Train-

Continuing the report on how Western Printing & Lithographing Company's training program operates

ing Program. For a number of years the Wisconsin State Industrial Commission and later the Veterans Training Administration have required that all indentured apprentices must receive related training pertinent to their particular trade. In fulfilling this requirement, Western Printing's Technical Institute has set up a related training program for our employees in the graphic arts industry. The success of this program has far exceeded our fondest expectations. Originally intended only for apprentices, it has sold itself to the extent that journeymen from all trade branches as well as key personnel from sales, estimating and production have requested and have taken the course.

This year the course was presented to three groups of journeymen lithographic pressmen and platemakers. These men come in on their own time for one and one-half hours each week for fifteen weeks. There have been sixteen groups which have participated in the program since it was originated five years ago, and they have come from both the factory and the office. As quickly as it can be done, the journeymen of other departments will be offered the course.

In its entirety this course is made up of four units of approximately ten sessions each. They cover history

of printing, process analysis, intaglio platemaking and printing, relief or letterpress printing, original and duplicate letterpress platemaking, lithographic platemaking, offset printing, and bindery operations.

The purpose of this course is to familiarize our people with the entire printing industry, to give them an understanding of the various processes and department functions which are involved in carrying a printing job through to completion. We are convinced that if a tradesman has an understanding of the process steps, the possibilities, and the problems of the tradesmen who perform the operations that take place before his part of the work, and of those which follow after he has finished, he will do a much better job of his segment of the work.

For example, if the platemaker knows the importance to the bindery of the side guide and gripper, the placement of the units, and the grain of the paper and such things, he will be more than willing to arrange his part of the work to facilitate efficient handling of the job when it reaches the bindery. The whole program aims at developing a cooperating team, capable of producing excellent work at a minimum cost, and with relatively few mistakes and make-overs. It is definitely a morale builder.

The mention of morale in a plant brings up another point which I would like to make. We are all familiar with by-products, extra products which are produced in the process of manufacturing other than the main one. The close cooperative effort, between management, the foreman, the instructors and the students have proved to be of inestimable value in promoting better understanding and goodwill between management and labor in our company. The many regular meetings at which training needs are discussed and planned, operating training programs reported on and checked, also have afforded an excellent opportunity for round table discussions of other common problems. It is doing much to develop mutual confidence and trust

which is projected into other management-labor dealings.

The big bug-a-boo in any training program is that there is too little good, reliable, organized, teaching material available and too few competent teachers. As to the teaching material; at long last organizations such as the Printing Industry of America, the Lithographic Technical Foundation, the National Association of Litho Clubs, and others, and some supply and equipment manufacturers, have awakened to the need, and now are developing all types of teaching material. It is an industry's obligation to its own future.

The instructors to do the job remain a major problem still. Expert craftsmen are not necessarily good teachers. For this job we need men who are both craftsmen and teachers. Very often the best craftsmen have the best production records and management is reluctant to sacrifice this immediate production to seemingly non-productive training efforts. It fails to realize that in the long run, the craftsman who can teach and develop other men for the industry, is far more valuable in a teaching capacity than he could possibly be in actual production. Therefore, unless management and labor are willing to take a broad outlook on the training problem and weigh the present cost against the ultimate overwhelming advantages which will be derived from the intensive trade training, they are completely missing the boat! The whole future of our industry depends upon an intelligent, broad-minded acceptance of this fact, now, and a willingness to do something about it!

In conclusion, a few remarks to the instructors, the fellows who are going to have to carry the ball. We have a tremendous task before us. Not only must we be teachers, but we must be super salesmen as well. We must sell and resell the whole training program to management, labor and the apprentice and the tradesman. There will be much opposition and little credit for the work accomplished. Don't expect a

(Continued on Page 109)

NAPL Program Outlined for September Convention

A PROGRAM covering many phases of lithographic management and processing was announced last month for the 19th annual convention of the National Assn. of Photo-Lithographers. The meeting is to be held at the Statler Hotel, Buffalo, N. Y., Wednesday through Saturday, September 5-8.

The program as tentatively worked out by the last of June, by Walter E. Soderstrom, executive vice president of the NAPL, included the following:

Planning to Move?, by Penn R. Watson, Sr., president, Wm. J. Kehler, Inc., Buffalo.

Lithographic Labor Relations, by George A. Mattson, director of Labor Relations, Lithographers National Assn.

Training and Directing a Sales Force, by A. J. Fay, vice president for sales, National Process Co., New York, and Pres., NAPL.

Requirements of the Public Printer, by John J. Deviny, U. S. Public Printer, Washington, D. C.

The Press Equipment Picture, by Harry A. Porter, vice president for sales, Harris-Seybold Co., Cleveland.

Paper-Availability, Quality and Price, by John Kronenberg, S. D. Warren Co., Boston.

Recent Developments in Photographic Materials, John McMaster, Eastman Kodak Co., Rochester, N.Y.

The Washington Picture, by Oscar Whitehouse, secretary, Label Mfrs. Assn., Washington.

Also included is a management forum. Those on the panel to introduce the subject are: E. Ames Hilberts, executive director, Metropoli-

tan Lithographers Assn., New York; Saul L. Blackman, treasurer, Brett Lithographing Co., Long Island City, N. Y.; Jacques J. Tisne, executive vice president, Schlegel Lithographing Corp., New York, and president, New York Litho Club; Milton Hudders, vice president, Recording and Statistical Corp., Boston, New York and Danville, Ill.; and James A. Westlin, president, The Maqua Co., Schenectady, N. Y.

The Saturday session will be a continuation of the program started several years ago of a forum on lithographic methods and materials, participated in by Litho Clubs and shop key men. William J. Stevens, Miehle Printing Press & Mfg. Co., former head of the National Assn. of Litho Clubs, and NAPL secretary, is to be moderator.

Three or more Buffalo lithographic plants will be open for inspection during the convention, Mr. Soderstrom said.

During June, exhibitors numbering nearly 40 firms, were planning to show products and services at the convention's show section.

A program for ladies attending the meeting, also was being planned. The highlight is to be a trip to nearby Niagara Falls, a visit to both the Canadian and American sides of the spectacle, and a luncheon at the General Brock Hotel, overlooking the falls.

The annual banquet and dance is to be Friday evening this year.

Information regarding the convention is available from the National Assn. of Photo-Lithographers, 317 West 45 St., New York 19, N. Y.

Patent Gazette Goes Offset

**Lithography saves time, metal and paper
for government's big weekly job in GPO**

ONE of the federal government's larger printing jobs, the *Official Gazette* of the U. S. Patent Office, recently was switched to offset production after being produced for many years by letterpress. Produced in the Government Printing Office in Washington, the publication comes out weekly, with an average of 394 pages.

Washington commercial lithographers will recall that about ten years ago efforts were made to persuade the GPO to change the job to offset, since a large part of the job comprised line drawings, suitable for economical reproduction by the offset process. At that time, the GPO was reluctant to change the method of production, or to have such a large weekly job handled outside the government plant. With the present changeover, the work is handled in the GPO offset division.

Public Printer John J. Deviny outlined the operation for *Modern Lithography* as follows:

Patent Office printing is one of the Government Printing Office's larger jobs, with an entire section given over to a streamlined production of all operations.

The *Official Gazette* of the United States Patent Office has here-

tofore been printed in the Government Printing Office under the following specifications:

Type page size - 35 (2 columns of 17 picas) x 55 picas.

Page trim size - 7½ x 10½ inches. Margins - 6½ pica back - 4½ pica head - 3 pica right - 5 pica foot.

Printing medium - Type and original engravings of illustrations.

Paper - Supercalendered, substance 90.

Press - Perfecting, press sheet size 31½ x 45½.

Folding - 32-page signatures.

Quantity printed - 6,500 copies of complete publication, averaging 384 pages weekly. Various quantities of four extracts which are produced as separates after being printed in the *Gazette*.

The patents specifications were set on a slug machine, proofread in the section, made up and run, as small-quantity leaflets, on flat-bed presses with a minimum of makeready. Then part of the type was picked up for running in the *Gazette*. In the *Gazette* the illustrations are included, and recently the making of as many as 1,000 zinc etchings weekly had been required. They had to be mounted and inserted into pages of the picked-up type. Sections of the



Gazette preceding the patents section include trade-marks which are picked up from the *Gazette* and printed as leaflets - in other words, the sequence of production is exactly the opposite of patents leaflet handling.

The whole production scheme was reviewed recently to determine whether further economies in time and cost could be realized by a different plan. It was decided that there are a number of advantages in turning from letterpress to offset production of the *Gazette*, the principal simplification being the elimination of zinc etchings for the illustrations. Consequently the following production plan was adopted.

Type page size - 34½ (2 columns of 17 picas) x 55 picas.

Page trim size - 6½ x 10½ inches. Margins - 4½ pica back - 2½ pica head - 2½ pica right - 4 pica foot.

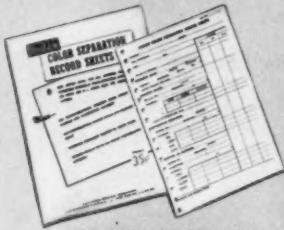
Printing medium - Offset negatives (paper), albumen plates.

Paper - White sulphite writing, substance 32.

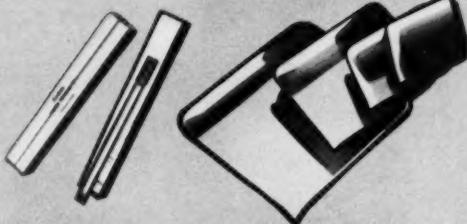
Press - Offset, press sheet size 42 x 56.

Folding - 64-page signatures, delivered as two 32's on quad folder. There has been no loss of type.

(Continued on Page 109)



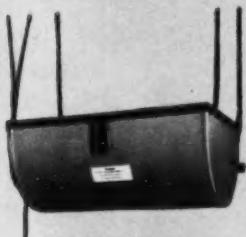
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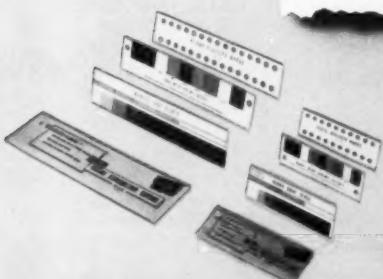
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MODERN LITHOGRAPHY, July, 1951

TECHNICAL SECTION

A Simplified Approach to GUM COATING STENCILS

By *J. L. Cox*

SPRINGDALE LABORATORIES DIVISION
TIME INCORPORATED

A paper given before the annual meeting of
the Technical Assn. of the Graphic Arts,
Columbus, Ohio, May 7-9, 1951.

PART ONE

HERE have been innumerable advances in the lithographic plate field during the last decade. The useful life of plates has been increased, the quality of printing has improved, and consideration has been given to better press performance. The majority of "new" plates appearing on the market rely more and more upon the gum stencils in the preparation. The Akomfina, Aller, I.P.I., Lithure, Petren and Sternberg, and the Copper-Lith plate make use of the gum stencil in the preparation. The trend in surface characteristics seems to depart from the litho grain to the grainless type of plate. This should improve the quality of the halftone reproduction, and for the first time since antiquity, the surface is smooth, like a litho stone, and coating characteristics are expectedly different. However, a printing plate can be of no better quality than the gum stencil used in preparing the plate.

A certain amount of ambiguity concerning gum stencil preparation exists in the literature found in the technical journals. Most articles treat the entire subject of deep etch platemaking without regard to each intrinsic step in the procedure. An

ABSTRACT

This article describes a study of deep-etch coatings which was made in connection with their use in preparing Lithure bimetal plates. The results are presented in the belief that they will be found useful by Lithographers in the use of gum coating generally.

The effect of variables on the thickness of coating is evaluated and those variables which must be controlled are specified. The effect of temperature and humidity on the combined exposure and development steps have been determined and are presented in the form of an exposure calculator. By use of this calculator, it is possible to develop deep-etch coatings similarly to photographic materials by using a standard developing time. This should improve the reproducibility of lithographic plates and reduce the number of rejected plates.

article by C. E. King in the January 1951 issue of *Inland Printer* suggests a re-examination of all the variables involved in platemaking and challenges some published "facts" about platemaking. Some articles relate methods by which a coating solution should be modified to produce optimum results. The chances of a gum coating being used just as it comes in a bottle seem very remote.

The Springdale Laboratories became engaged in deepetch coating studies when the Time Lithure plate

was marketed in October 1949. Each phase of Lithure platemaking was studied in order that proper servicing may be provided for the numerous installations.

The three phases were:

1. Casting a gum coating on chrome-plated copper
2. Processing to form the gum stencil
3. Chemical etching of chromium to expose copper in the image areas.

This article deals with the first two phases because we believe the results will be of interest to lithographers in general.

Coating Thickness Studied

The most significant properties of gum coating solutions are:

1. Specific Gravity
2. pH of the Coating
3. Viscosity

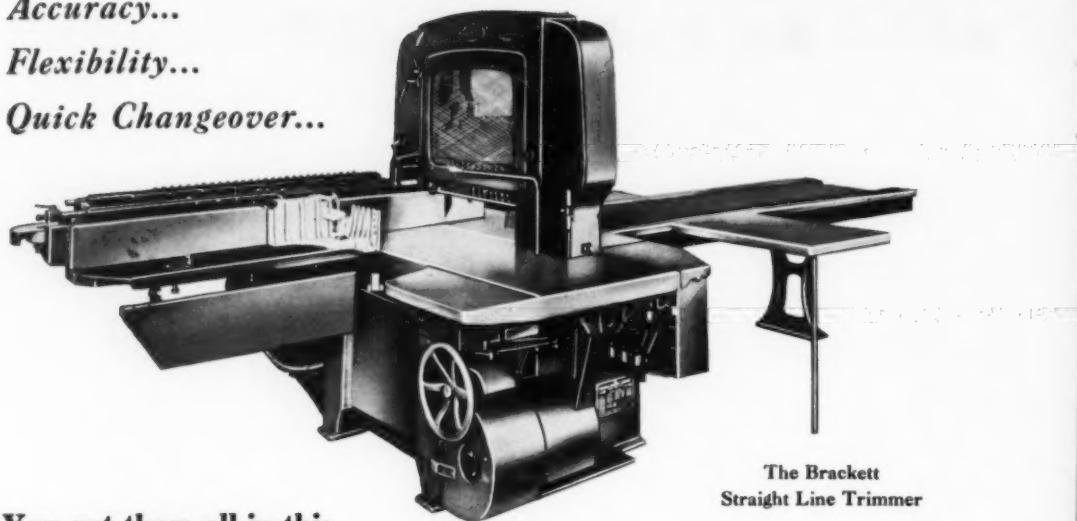
The reputable coating manufacturer controls these properties to the extent that the platemaker should be confident that each bottle of coating is uniform. The gum coating solutions were used without any alteration in the tests performed in the Springdale Laboratories.

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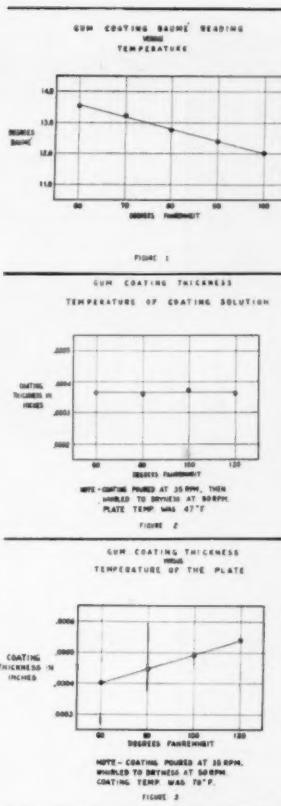
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We have been asked on occasion, "How should gum coating solutions be diluted in order to get consistently uniform coatings?" The first part of this article will serve to answer that question conclusively.

The specific gravity change over a wide temperature range was measured. Figure 1 illustrates the temperature-specific gravity gradient. At 60°F. the specific gravity was 13.5° Bé. At 100°F. the gravity was 12° Bé. It is conceivable that the temperature of the coating may differ 20 degrees throughout the year, and this temperature variation would cause a 0.7° Bé. difference in reading. From this data, one can see that it would be poor practice to dilute a gum coating indiscriminately in order to adjust to a standard Baumé reading without first measuring the temperature of that coating.

The second step in the study of gum coating thickness was to coat a series of test plates holding the plate temperature constant but varying the temperature of the coating solution over a 60 degree Fahrenheit range. Using the coating from the same bottle, hence of known uniform composition, we imposed conditions of reduced viscosity and specific gravity by virtue of the elevated temperature of the coating. The coating technique was standardized for speed of whirling and time of whirling. The coating solution temperature was controlled by immersing the container in a water bath at the desired temperature and then removing just prior to casting the gum coating film. Plates were made at coating temperatures of 60, 80, 100 and 120°F. Coating thickness measurements were made with a Brush Surface Analyzer. A grid having opaque lines at $\frac{1}{2}$ " intervals was photoprinted on a gum coated chrome plate. The reference lines were developed out, leaving the plate surface exposed. In reality, we then had $\frac{1}{2}$ " squares of coating remaining on the plate. The coating thickness could then be ascertained by taking a trace over the reference grid and the adjacent coated square. Figure 2 shows the average thickness



of the coating across a 24 inch plate, and illustrates that the coating thickness is independent of the temperature of the coating between the 60 and 120 degrees Fahrenheit. From the data shown in Figures 1 and 2, we can conclude that gravity change of the coating, due to temperature changes only, can be disregarded as long as the coating composition remains the same. The viscosity change due to temperature may be disregarded.

The third step in the study of gum coating thickness was to determine the effect of changing plate temperature. Plate temperatures will vary if the whirler rinse water temperature varies. By holding the gum coating solution temperature constant at 72°F. we control the specific grav-

ity and viscosity at constant values. As in the second step, the plate temperature was controlled by flushing the plate and whirler table with water at various temperatures. A series of plates were coated with the plate temperature ranging from 60 to 120 degrees. Figure 3 illustrates the average coating thickness plotted against the temperature of the plate. It should be noted that as the plate temperature increases, the coating thickness increases. At the Springdale Laboratories the tap water flowing through the cold water tap varies 30°F. over the course of a year. Even a 20°F. temperature change will cause the coating thickness to vary 70 micro inches. (0.00040 to 0.00047) This difference expressed percentage wise is 16.5%. Therefore, the most important factor controlling the coating thickness of a standard gum coating is the temperature of the water used to rinse the plate prior to coating. The results of the coating experiments illustrate that coating thickness can be controlled directly by adjusting the temperature of the whirler rinse water. No compensation need be made for "decreased viscosity" of a warmer coating solution as suggested by Herbert Leedy, in *Modern Lithography*, Vol. 17, No. 9, September 1949, pages 51-54.

Perhaps a word or two is in order on the use of heat in a whirler. By definition, relative humidity is the ratio of the quantity of vapor actually present to the greatest amount possible at the given temperature. If the room temperature is 80°F. and the relative humidity is 70%, a whirler heated to 115°F. would have a relative humidity of 25%. This means that the air has enough capacity to pick up the moisture given off by the plate in drying. A coating should be nearly constant. The film casting technique may be varied as desired, provided the same coating procedure is used each time.

(Next month, Part 2 the conclusion, will give methods, charts, and other data on the preparation of the gum stencil.—Editor.) ★★



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TECHNICAL

From Current Literature in the Graphic Arts

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Photography, Tone Correction

Recording Color Densitometer. A. Simon. U. S. Patent 2,899,939. A colored object and its reproduction, either transparent or opaque, are scanned successively with light beams in the three primary colors. The transmitted or reflected light is measured by a photocell and the resulting current recorded, preferably on magnetic tape, so that in all, six records are obtained. The records are played back in pairs, producing beam deflections on a cathode ray screen so that the color densities of object and reproduction can be compared side-by-side. *Printing Abstracts*, Part 1, 1951, Page 32.

Photoelectric Halftone Reproduction. Establishments Edouard Berlin. *British Patent* 623,230. The method has for its object the conversion of continuous tone documents into hatched or halftone images suitable for printing, in particular on fabrics. The original document is scanned photoelectrically as in photo-telegraphy; the amplifier output controls the movement of a galvanometer, the angle of deflection being proportioned to the density scanned. A pencil of light or rectangular cross-section is reflected from the galvanometer mirror on to a rotating opaque disc containing a number of rings of radial slots of constant pitch. The light beams move radially across this disc through a triangular aperture so that the transmitted pencil consists of a series of light pulses, in which the pulse rate and the pulse space ratio are related to the original density. These pulses are collected by a photocell and amplified, and may be used to print a halftone image photographically (as in photo-telegraphy), or to control an engraving tool to make the halftone printing block direct. *Printing Abstracts*, Part 1, 1951, Page 39.

Photographic Methods for Producing Reticules. C. Leistner. *Photographic Engineer* 1, 1950, Pages 7-15. The important requirements for the production of reticles for use as scales in optical instruments for precision measurements are

discussed. Photographic processes for this purpose are critically reviewed, and some of the problems of future development are considered. *Printing Abstracts*, Part 1, 1951, Page 41.

***"Dog-Eared" Stop Cuts Exposure Time—Improves Halftone Dot Formation.** George W. Jorgensen. *Modern Lithography* 19, No. 5, May, 1951, Pages 41, 111 (2 pages). Various stops have been invented to produce better halftones in a shorter time. The "dog-eared" stop, a square stop with dog-ears added to the corners, can cut exposure time 50% as well as producing a smoother tone graduation. The stop is illustrated in the article and can be easily made from film and cut to fit.

Photographic Type Composing Machine. Herman R. Freund and Fritz Stadelmann. U. S. Patent 2,852,881. *Official Gazette* 646, No. 3, May 15, 1951, Page 855. Apparatus for photographically producing on a sensitized surface a line of type matter by photographing individually character-bearing elements composed into a line, in combination, a channel for supporting a composed line of elements an abutment against which the leading element of said line is adapted to be positioned, element-removing means movable progressively in one direction and including a series of spaced pawls for engaging and moving successive elements singly from the leading end of the line to a photographing position, photographing means, line-follower means movable from a starting position in steps proportioned to the thickness of each element as it is removed, a drive including a clutch, clutch-operating mechanism operative to connect said drive to said element-removing and photographing means for a limited period and in timed relation with arrival of the elements for removal and photographing, releasable stop means holding said follower means at a starting position and operative upon release thereof to condition said clutch-operating mechanism to connect said drive, and means

operated by said line-follower means in response to the removal of the last element to condition said clutch-operating mechanism to disconnect said drive.

Photographic Copyboard. John D. Maxwell. U. S. Patent 2,854,712. *Official Gazette* 646, No. 5, May 29, 1951, Pages 1540-41 (2 pages). 1. A photo-engraver's copyboard including in combination a base, a pair of frame members hinged together along one edge and also mounted for pivotal movement on said base from a horizontal loading position to a vertical exposure position, and automatically acting latching means for releasably holding the copyboard in its horizontal position comprising cooperating hook members, one on a pivoted frame member and one on the base engaged by movement of the frame members to horizontal position, and hook releasing means mounted on said pivoted frame member and actuated by the closing movement of the hinged frame members.

Planographic Printing Processes

Production of Planographic Printing Plates. A. Abbey. *British Patent* 622,108. A method of making a planographic printing plate having water-receptive areas is claimed, the method comprising the application to a paper foundation of a film containing a carboxymethyl ether of cellulose or a salt or a derivative thereof followed by an ink-receptive water-repellent image. The coating is insolubilized by heat or by a reagent, either simultaneously with or subsequently to its application, and the ink-receptive water-repellent image is applied either before or after the insolubilizing treatment. The insolubilizing reagent is included in the paper foundation, in the coating solution, or in the wetting solution which is supplied to the printing plate from the fountain of the printing machine, this reagent being aluminum sulphate. Further methods claimed incorporate a melamine, a methylol urea or a urea formaldehyde to increase the wet strength of the paper foundation and to limit its water-absorption capacity, also an inert filler such as China Clay and a plasticizer to accelerate drying and solidifying of the coating. Examples of the preparation of surface coating solutions and the manufacture of a water proofed planographic printing plate are given. *Printing Abstracts*, Part 1, 1951, Page 38.

Centrifugal Emulsion Coating Machine. F. H. Hausleiter. *German Patent* 746,901. The light-sensitive coating is applied to the center of the rotating plate or film from a funnel held by a movable arm. The opening of the funnel can be varied to adjust the coating speed to the viscosity of the liquid. *Printing Abstracts*, Part 1, 1951, Page 5.

Combined Printing and Whirling Device. J. N. Zachmann and R. L. Franklin. U. S. Patent 2,852,726. A plate is coated and whirled on a motor-driven turntable in a cabinet with hinged doors at the front. The printing frame with rubber pressure pad is located on the top of the cabinet, the exposing lamps being vertically above. *Printing Abstracts*, Part 1, 1951, Page 40.

Paper and Ink

***Ink Drying Problems.** Al Reynolds. *Share Your Knowledge Review* 32, No. 8, May, 1951, Pages 11-12 (2 pages). The

influence of paper in ink drying problems may be ascertained by noting the relationship between grain direction and poorly dried streaks, the randomness of occurrence of poorly dried sheets in a stock, the position on the sheets where poor drying occurs, and the relationship between printing form and poorly dried areas.

The Powdering Problems in Lithography. W. H. Wiss. *British Printer* 63, No. 377, March-April, 1951, Pages 36-39. The problem of ink powdering is based on the interdependence of paper and ink characteristics. The symptom of powdering is the inability of the printed image to resist disturbance by rubbing. It is caused by a separation of the vehicle and the pigment of the ink after printing, which results from a lack of balance between the oil-absorbency characteristic of the paper and the pigment-retaining factor of the oil in the ink. If the ink and the paper used meet certain standards, a good printing job will result. Papers which possess an oil absorbency of 15 to 50 sec. according to the PATRA oil absorbency test are satisfactory. It has been found that the pH of the paper is also a relevant factor and that paper which has a pH of 5 or above is most successful. The procedure for testing the oil absorbency of paper is included. 2 figures. *Bulletin of the Institute of Paper Chemistry* 21, No. 8, April, 1951, Page 576.

***Paper From Straw.** C. W. Tabb. *Modern Lithographer and Offset Printer* 47, No. 4, April, 1951, Pages 74-75 (2 pages). The author expresses favorable view of the present and future position of straw as a paper-making raw material. He claims that straw pulp can be made white, free from shives, fiber bundles, and lumps, of high strength, which aid formation and saves heating power. Printings particularly suited for offset are made containing 80-90% of straw pulp.

Method of Coating Continuous Webs of Paper or the Like. Harry W. Faeher. U. S. Patent 2,555,536. 1. A method of coating a web of paper or the like with a plurality of films of coating material to form a composite, uniformly distributed layer of coating material upon said web, which comprises forming first and second films of coating material, said second film being thinner than said first film, uniformly and separately distributing said first and second films, dividing said film into a third film and a fourth film, fourth film being of lesser thickness than said third film, applying said fourth and third film successively to said web, and finally applying said second film to said web. *Official Gazette* 64, No. 1, June 5, 1951, Page 145.

Oxidation of Drying and Semidrying Oils. Vincent J. Keenan. U. S. Patent 2,555,076. 1. The method which comprises contacting an oil selected from the group consisting of drying and semi-drying oils with an oxygen-containing gas in the presence of a material selected from the group consisting of ketene, diketene and mixtures thereof and thereby effecting accelerated oxidation of said oil. *Official Gazette* 64, No. 1, June 5, 1951, Page 260.

Lithography—General

***Fountain Solution—What pH?** *Graphic Arts Monthly* 23, No. 5, Pages 72, 74, and 134 (3 pages). By using

LTF's developments in plate treatments, a higher pH, less gum in the fountain solution, and less fountain solution on the plate may be used. This will result in increased plate life, brighter and cleaner colors, reduced drying problems, and better halftone printing. Recommended pH is 5.5 to 5.0 with reductions in pH and increased gum only used when necessary for a heavy form, heavy ink coverage, if countering develops on a multi-color press, or for weather conditions. Dirty dampeners cause scum, image spread, and trouble in keeping fine reverse lettering open.

***Some Little Case Histories.** Charles F. King. *Inset Printer* 127, No. 2, May, 1951, Pages 37-39 (3 pages). The author describes several little case histories of problems traceable to minor differences from conventional practice in the way in which the craftsman performed his task. Case 1: Albumin plate blamed; failure was caused by failure to remove developing ink. Case 2: Yellow ink blamed for plates going blind; failure caused by pitted dirty hot-spot eliminator on the arc lamp giving incorrect exposure. Case 3: Offset was caused by wet spray forcing the sheets together and dampening the ink, hindering drying. Changing the direction of spray cured the problem, but adjustment of the ink was made since the spray equipment manufacturer recommended aiming the spray straight down.

Multicolor Printing Press. Charles W. Harrold. U. S. Patent 2,554,604. 1. In a multicolor printing press, a series of three printing units each comprising an impression cylinder and a printing cylinder, the axis of each printing cylinder being at a higher elevation than that of the corresponding impression cylinder and the axes of the impression cylinders lying in a common horizontal plane, means in the lower part of the press for transferring sheets from one impression cylinder to the next, and platforms above said transfer means, the planes through the axes of the impression and printing cylinders of each pair of adjacent units diverging upwardly to provide a fanned-out arrangement of units. *Official Gazette* 64, No. 5, May 29, 1951, Page 1592.

***Litho. Plate Research.** Robert F. Reed. *Modern Lithographer and Offset Printer* 47, No. 4, April, 1951, Pages 62-65 (4 pages). The use of contact angle and radioisotope techniques for determining plate surface characteristics and composition are described. The contact angle in water of desensitized plates is practically zero for any desensitizer (gum arabic or cellulose gum). Measurements after surface treatment (Cronak or Brunak) but before desensitizing showed increased wettability, compared to untreated samples, which improved final desensitization as shown by laboratory and plant press tests. The decreased wettability caused by treatment with bichromated albumin was also eliminated by these treatments. Press tests showed the permanence of desensitization to be greater when wettability before etching and gumming was greatest. Attempts to determine specific surface of grained plates by using radioactive phosphorus were unsuccessful due to the impossibility of getting consistent results. A technique for studying absorbed films on plate surfaces was developed using the above.

***Trouble Ahead?** C. O. Siebke.

Graphic Arts Monthly 23, No. 5, May, 1951, Pages 66, 68, 70 & 134 (4 pages). The process of lubricating a press is described. Also described is a method of using short plates.

Graphic Arts—General

***Possibilities and Limitations In Tone Reproduction.** Paul W. Dorst. *Modern Lithography* 19, No. 5, May, 1951, Pages 48-53 (5 pages). Perfect tone reproduction is seldom realized. The overall limitations in tone are determined by the paper and the ink applied to it. In an effort to compensate for these limitations, tone reproduction curves, density of original versus density of the reproduction, are charted. From a study of such curves a decision can be reached as to the best way to compensate for the difference in tone ranges of the original and reproduction.

***Dry Offset Printing Has Advantages for Converters.** Nelson E. Funk. *Share Your Knowledge Review* 32, No. 7, April, 1951, Pages 22-24 (3 pages). The basic principle of dry offset is the transfer of ink from a plate etched in relief to a rubber blanket which transfers it to the paper. The dry offset plate is made by coating a magnesium plate with cold top, exposing, developing, powdering, and etching. A plate .032" thick etched to a depth of .010" to .012" produces the best results.

Effective Plant Layout. Part I. Mel Magnuson. *Modern Lithography* 19, No. 5, May, 1951, Pages 34-37 & 105, 107 (6 pages). The factors to consider when making the layout for a plant are discussed. The steps in applying these factors are: 1. Make a scale drawing of the present building; 2. Prepare an overall process chart; 3. Prepare a flow chart of materials going through the production process; 4. Plan general aisle arrangements to give easy access to each department and so that the flow of materials moves in the same general direction; 5. Tabulate the amount of floor space for each department; 6. Summarize the present equipment by departments along with sizes and space required; 7. Summarize storage facilities and handling methods; 8. Investigate possible improvements in processes and methods. Other things to consider are kind of construction and air conditioning.

Method of Treating Aluminum Surface. R. B. Mason. U. S. Patent 2,507,314. A uniform matte surface is formed on aluminum by alternate treatment in a solution of an alkali metal fluoride and a solution of a suitable strong acid. The treatment may be repeated four or more times, the surface becoming progressively rougher. *Printing Abstracts*, Part 1, 1951, Page 27.

Aluminum Supports for Photographic Emulsions. B. F. Terry. U. S. Patent 2,504,720. Commercial sheet aluminum contains foreign metal impurities in its surface which, when used as emulsion support, cause spots and defects apparently due to gas development by reaction with the processing solutions. The difficulties can be avoided by treating the sheets prior to coating with a 6% solution of sodium phosphate at 80-95°C. for at least ten minutes followed by rinsing with hot water. *Printing Abstracts*, Part 1, 1951, Page 27. ★★



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Washington Report



Lithographers relieved of filing Form 8 under the Ceiling Price Regulation 22 at last minute.

ALAST minute reprieve for lithographers and printers was given by the Office of Price Stabilization with regard to filing Form 8 under Ceiling Price Regulation 22. The "indefinite postponement" came June 29, just before the July 2 deadline laid down by OPS earlier. The reason for the postponement was that a tailor-made price regulation for the graphic arts is to be issued as soon as it makes its way through the numerous offices and officials which must approve it.

In the meantime, lithographed products are under price ceilings as stipulated in the general price regulation GOR-8, issued several months ago. Exceptions to this are those lithographed products "whose primary value depends upon editorial content", which are exempted from all price control. (ML, Washington Report, June, Pg. 47.)

Obsolete Plates

The National Production Authority (NPA) last month said that customers of lithographing and printing plants may issue blanket instructions to these plants to return or kill obsolete plates in accordance with NPA Order M-65. Thus the need for proofing or otherwise identifying plates and obtaining specific instructions from customers is eliminated. Of course in the case of lithographic plates, they remain the property of the lithographer 99 percent of the time. According to M-65, a plate is obsolete if it has not been used for specified lengths of time: newspaper and magazine printing—one year; books—four years; containers—one

year; all other types of printing—two and one-half years. An exception to the time limit is when there is a planned reuse of the plate. Heavy fines may be imposed for violations.

The order also stipulates that no new plates may be purchased if obsolete plates are being held. Certification of compliance with M-65 must accompany orders for new plates. Effective July 1, blanket certifications may be used. These may be given with a formal order at the beginning of a quarterly period, and may cover all plates purchased in the quarter. This will eliminate a great deal of paper work.

Zinc Plates

Zinc plates are no longer under the priority rating DO-97, but are out from under all "use" controls. Zinc plates should not now be included in computing base period quotas under Regulation 4, nor are current purchases to be charged against the quota, according to one of the association bulletins. Zinc plates now are subject only to the general limitation of a "minimum working inventory."

Miscellaneous

Remember the illustration of the Capitol at the top of this page? We've had it on file since the last of our Washington Reports of World War II. When is a plate obsolete?

Plan Fall Safety Meeting

Dr. Austin K. Peterson, medical director, R. R. Donnelley & Sons Co., Chicago, will be a speaker at the meeting of the National Safety Council's printing and publishing section dur-

ing the National Safety Congress in Chicago next October.

Two afternoons, Tuesday and Wednesday, Oct. 9 and 10, have been allotted for the printing and publishing conference this year, the Safety Council announced.

Another acute printing industry problem, the matter of standardization of control buttons and signaling systems on press room and bindery machinery, which has been the subject of much recent research, will be discussed by T. R. Leadbeater, of Ford Instrument Co., division of the Sperry Co., Long Island City, N. Y. Of interest to lithographers will be a talk on "Chemical Hazards in the Printing and Publishing Industry," by Dr. E. G. Meiter, of the Employers Mutual Liability Ins. Co. of Wisconsin. Growing use of mechanical materials handling equipment in printing and lithographing plants gives urgency to another talk on "Safety in Industrial Power Truck Handling," which will be presented by J. W. Eyler, materials handling engineer with Westinghouse Air Brake Co., Wilmerding, Pa.

Wednesday's final session will feature a forum discussion of case histories of actual printing plant accidents, with F. T. Zingard, manager, safety Dept. New York Employing Printers Association as chairman.

G. Stuart Mansfield, safety director at Western Printing & Lithographing Co's Poughkeepsie, N. Y., plant, is general chairman of the Safety Council's printing and publishing section.



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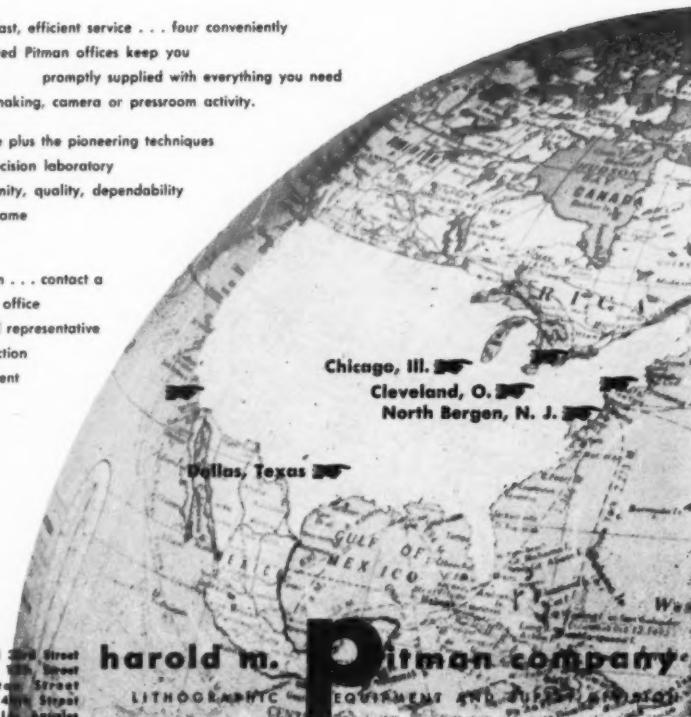
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Offset Rollers Demand Good Care

By *Theodore Makarius*

THE successful operation of an offset press depends on many things, and one of the most important is the condition of the rollers. The surfaces of the rollers undergo various changes each day and therefore require constant care. The method of washing up, and the lack of attention given to the rollers during washup are the greatest offenders.

When rollers had to be taken out of the press to be washed by hand, the slightest defect or sign of wear could be detected immediately. With the advent of washup machines, rollers are not inspected frequently and as a result any flaws in the settings often are not seen until some trouble is encountered.

It is good practice to remove the rollers from the press once a week or, in the case of long runs, at the end of the job, and examine the surface as well as settings to be sure the rollers are making contact. If a roller is not making contact this can be observed while the ink is still on the roller, but because some rollers are obstructed from view while on the press, they must be removed for checking. When a roller is not making proper contact it affects not only the printing but prevents removal of ink when washing up with a machine. As a consequence the ink dries on the rollers and produces a glaze.

There are several causes for glazed or polished rollers, but the most common is the method employed in washing up. Since most of the rollers are friction driven it is essential that they turn at the same surface speed at all times. If solvent is applied over the entire length of the rollers and the press is allowed to run for an indefinite

period it will not be possible to maintain uniform surface speed. When the rollers are saturated with solvent, the friction driven rollers will travel at a slower speed than the gear driven rollers, and then all the rollers polish and become smooth. To avoid this, solvent should be applied to only a portion (perhaps one third) of the rollers so that the ink still present on the balance of the rollers supplies the necessary friction to keep all rollers turning at the same surface speed. After the cleaned portion of the press is thoroughly dry, apply solvent to remainder; you will find that the clean, dry section will furnish the desired friction.

Excess use of driers is another cause of glazed or smooth rollers. When it is necessary to use a large amount of drier, the rollers should be taken out of the press at least once a week and cleaned with a solvent recommended by the roller manufacturer. The addition of powdered pumice to the washup solution, and washing the rollers by hand once a week may suffice. It has been found that rollers can be kept in good condition by applying a paste made of oleic acid and pumice powder once a week when washing up. This should be done by first washing off the ink with the machine, then applying paste. Let press run for about five minutes with the washup blade out of contact; after that engage the blade and wash up clean.

Too often the ends of the rollers are overlooked when washing up, and this causes press delays. The blade on the washup machine does not wash the spindles or bevelled ends of the rollers and they must be cleaned with

a cloth at the end of washups. On presses where all the rollers cannot be reached without removing them, this should be done periodically. When this procedure is not followed, the ink will build up and harden on the ends of the rollers. As it becomes brittle, small pieces will break off and cause hiccies. In some pressrooms I have seen a half inch of this hardened ink on rollers.

Another good reason for keeping the spindles clean is that the oil or solvent used in washup runs into the cylinder bearers and often on the ends of the plate. Eventually it gets to the dampeners, causing the ends to run dry, and the final result is a bad case of so-called mourning bands.

The type of job to be run has a bearing on the amount of care that should be given to the rollers. For example, when heavy forms of an all-over design are run, the rollers are less apt to glaze and, if already glazed, the printing will not be affected to any great extent. On the other hand, light forms or those with little ink consumption, will tend to glaze the rollers and be affected by such glaze. The replenishment of ink to the rollers plays an important part in maintaining rollers in good condition. For this reason, when a job is smaller than the press size, the ink on the outer ends should be removed frequently either by scraping or washing the rollers in the area where there is no image. Since ink in the non-image area is not being used, in time it becomes dead or waterlogged, the rollers become glazed in this section and, eventually stripping will result. ★★

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METAL DECORATING

Coating Problems in Metal Lithography

By Charles R. Bragdon

The Research Laboratories
Interchemical Corp., New York*

PART 2 (Conclusion)

OME of the requirements inherent in properly constructed inks and finishing materials for metal decorating can be readily appreciated from the description last month of various processes of fabricating. Other requirements may not be so apparent. It is of course essential that the films dry thoroughly in the very short time allotted for a traverse through the oven. Moreover, they must not discolor or lose their toughness and adhesion during several subsequent trips, nor become case-hardened so as not to accept readily the later materials. As the ink man puts it, they must "trap" properly.

Another strain on flexibility is the frequent practice of storing coated sheets for periods up to six months before forming. Both the inks and the liquid coating materials must flow quickly, so as to level out the fine hillocks left by the press, and the ridges which inevitably form during coating-machine application, and this levelling must occur within the few seconds elapsing from the instant of leaving the rollers to entrance into the hot zone of the oven. The solvents must not only be nontoxic, but must also not "smoke," nor form explosive mixtures with the air in

the oven, especially in cases where direct gas heat is used.

Extreme care in grinding and testing pigmented goods is necessary because any roughness is apt to cause scratching by the forming dies, and excessive wear on these also must be avoided. While the sheets are often lubricated with wax or oil before being stamped out, special types of coatings and varnishes are available which are self-lubricating (and at the same time more scratch-resistant) and which in many cases can be fed directly to the dies, obviating this additional step.

The thickness of dried pigmented coating customarily laid down by coating machines ranges from about 0.4 to 0.6 mils (thousandths of an inch), considerably less than the usual film of paint or enamel for other applications, which may run two mils or more. This means that if a solid color is to be obtained in one coat, the baking power must be unusually high.

Films of clear lacquer and varnish are even thinner, about 0.25 mil, and for uniformity of color and of general performance the thickness of film must be held within close tolerances. Means of determining and regulating thickness of film depend on

(a) weighing the amount of material deposited on a small tared piece of tin of known area, placed on one of the sheets going through the coating machine, or (b) use of the Pfund gage—the essential element of which is a segment of a large glass sphere which, pressed momentarily against the freshly coated sheet, indicates the thickness of film from the diameter of the spot left on the glass surface.

The question of whether materials used on or in food containers are free from toxicity hazards and from any tendency to impart taste or odor is important, and it leads to complicated testing procedures. All compounds known to have any poisonous character are of course carefully avoided, and the materials that are used must go through a meticulous screening for any tendencies in that direction. Flavor evaluation, too, is difficult. It is usually begun in the laboratory by making a water test, roughly comparable to commercial practice.

This is done by coating and baking a proposed varnish or enamel as it would be handled commercially, on the type of tin plate that would be used; cutting several pieces so as to

*Condensed from *Interchemical Review*, Volume 9, pages 43-53, Autumn 1950. Copyright 1950 by Interchemical Corporation.

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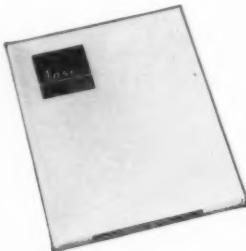
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provide a total area at least equivalent to, and often several times as large as, the area of the inside of an ordinary can; immersing them (folded like an accordion) in a plain tin can nearly filled with tap water; sealing the can in the same way that vegetable tins are regularly sealed; and "processing" or sterilizing the can together with other cans prepared in the same way, and containing similar pieces of tinplate coated either with finishes of known acceptability, or none. The cans are then cooled, opened, and the water tasted on a comparative basis by a panel of several persons, preferably chosen from those experienced in such tasting and whose judgment has been found to be reliable in tests of this sort.

Not only must there be practically unanimous acceptance of any proposed product in such a test, but it should be repeated on several additional batches, each made from different lots of the original raw materials. Any products that pass this preliminary screening are put through a small commercial run and a limited number of cans are packed with the one or more foodstuffs for which each product is believed suitable. These cans go through the regular commercial series of operations and are held for various periods of time. At intervals, one or more cans of each pack are opened, and tasted by flavor-testing panels in comparison with standard goods. The cans are also care-

fully examined for any attack by the foodstuff resulting in pinblisters or in softening, peeling or discoloration of the lining.

Success in one such commercial test does not always lead to immediate adoption of the coating. A broader evaluation may be needed during the next packing season. Thus it may take two or three years before the formula receives a final O.K. The chance that a few dollars' worth of unsatisfactory sanitary lacquer may ruin thousands of dollars worth of canned foods is too great for any manufacturer to take without exercising strictest care at every step.

The specialized industry of metal decorating embraces some even more specialized applications. Among these is the finishing of venetian blinds, which began with the use of the coating machine for coating metal strips and has been extended to its use on wood strips for such blinds. Another is the finishing and lining of beer cans, where the contents are very sensitive to any factor influencing flavor, and where special techniques and materials are employed.

Still another specialized application is the finishing of collapsible tubes, which is done after they are formed, but requires coatings and inks which meet as rigorous specifications as if they had to stand a draw. Pure block tin was the original and is still a major material from which collapsible tubes are made; lead and

certain alloys had to be used during the war; and about 45% are now made from aluminum.

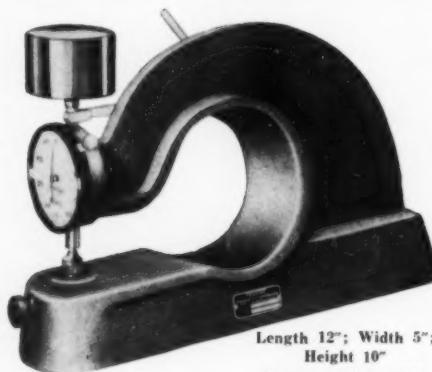
They are fashioned from small discs of metal, in machines that press these out in one operation into the threaded neck, substantial top, and long, thin, uniform cylindrical body of the tube. The coating and printing machines have a series of mandrels (upon which the tubes are slipped by hand), projecting horizontally from a vertical wheel. This, as it revolves, brings each tube in succession against the application roller of a coating machine which, as the tube is set in rotation by it, puts on the background color. The operator then transfers the tubes to a rack with vertical fingers, one for each tube, and the racks are sent through a tunnel oven. For the decoration, a similar coating machine is used, but a dry-offset principle is employed. More often than not, a clear protective finish is applied in the same manner as the background coating.

For these tubes a maximum degree of both flexibility and adherence is of course essential, to withstand the manipulation to which they are subject in use, and many of the other requirements of the coatings for cans and caps must also be met. Much ingenuity has gone into the development of suitable finishing products, and in these modern days it is seldom that a tube is found to lose its coating.

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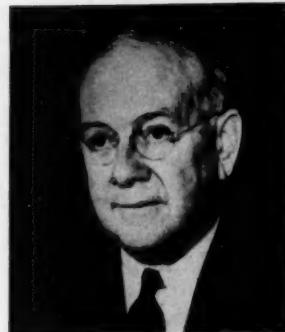
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S E R V I C E F R O M C O A S T T O C O A S T

inside enamels for food cans, etc., it was not too great a step to that of linings for metal cans, kits and drums to resist turpentine and other solvents and corrosive chemicals of various sorts, and to prevent both contamination of the packaged product and deterioration of the container. Formerly such resistance was accomplished more or less satisfactorily for certain products by applying a heavy inside coating of pure tin, but the scarcity and high price of this metal stimulated the search for suitable organic coatings. While freedom from flavor and resistance to sterilization are seldom needed by

linings of this sort, the demands of chemical resistance are frequently even harder to meet.

In all this work the newer scientific advances in copolymer resins, chemically reconstituted oils, and other synthetic materials have come fully into play and the industry is constantly finding new ways to provide better protection and more attractive decoration than ever before. Its progress is apparent in the ever-increasing volume of lined and decorated metal containers and closures that are meeting daily acceptance and use.★★



Dan Heekin, above, is president of Heekin Can Co. He is a graduate engineer of Purdue Univ. and served as president of the Can Manufacturers Institute in 1949. He also was the first president of the Institute when it was formed in 1938.

Heekin Can Co., Cincinnati, Observes 50th Year

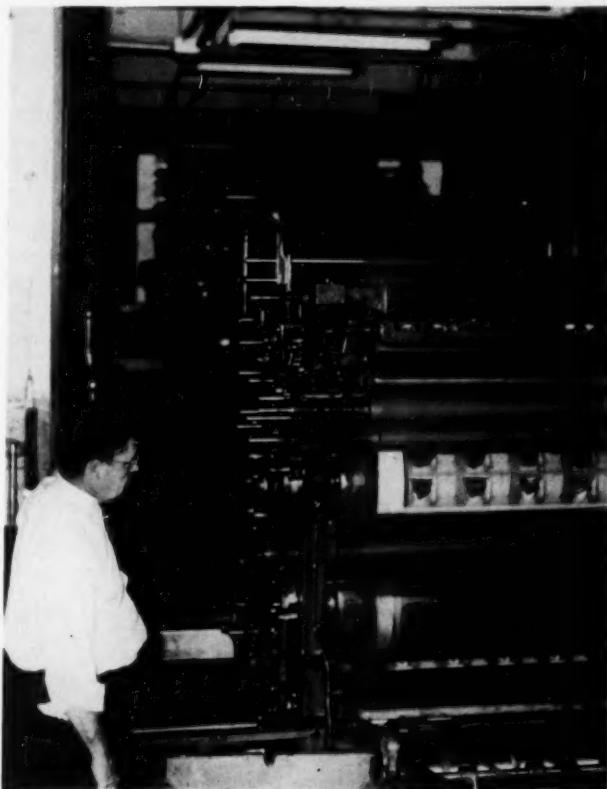
HEEKIN Can Company, Cincinnati, currently is observing its 50th anniversary year. The company, which today operates possibly the largest metal decorating and container manufacturing plant in the U. S. under one roof, began its business as an importer and packer of coffee and a manufacturer of baking powder and other food products.

Its demand for cans and packages was so large and steady, that in 1901 a company was formed, with the present title, to meet this demand. Other packers, too, were seeking a source of supply for cans at the time, and Heekin began supplying a general line of lithographed cans for other manufacturers, principally in the food line. It was one of the first container companies to utilize the then new offset method of lithography on metal.

The original quarters at Third, Lock and Eggleston Avenues were soon outgrown, and the present large building was erected. In 1916 another plant in the Norwood section of Cincinnati was added.

Heekin products today include many types of cans and containers, cake boxes, certain housewares and other lithographed metal items. Lithography has advanced to the most modern methods in the plant. Kodachromes and Ektachromes, originals made in the company's own art and

Below: Harold C. Jensen, Heekin director of lithography, watches the delivery end of the company's four-color press.



**A Study of a
SIMPLIFIED METHOD
for Building
BUDGETED HOURLY COST RATES
in a Lithographic Plant**

Just off the Press

This educational study, 36 pages, $8\frac{1}{2} \times 11$, carries complete instructions on how hourly rates in many lithographic plants are set up. It shows in proforma style, all of the details going to make up both manufacturing and all inclusive budgeted hourly rates for varying rates of productivity. These rates cover almost every lithographic cost center — from dot etching to camera, stripping, opaquing, platemaking, photo-composing through to single and multi-color sheet and web fed presses of all sizes.

This valuable study also carries a Computation Showing Budgeted Hourly Cost Rates for One and Two Shift Operations on selected equipment.

Examples of how budgeted hourly cost rates for straight time, time and one-half and double time are set up are also included in this study.

A part of the volume is given over to show how budgeted hourly cost rates can be set up for a small two or three press plant.

This work should be most helpful for use when you determine hourly cost rates based on conditions which exist in your plant.

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Size 14 x 20
Size 17 x 22
Size 22 x 28
Size 22 x 34
Size 28 x 42
Size 35 x 45
Size 42 x 58
Size 50 x 72
Size 52 x 76
PRESSES—TWO COLOR:
Size 22 x 34
Size 35 x 45
Size 42 x 58
Size 50 x 72
Size 52 x 76
PRESSES—FOUR COLOR:
Size 42 x 58
Size 50 x 72
Size 52 x 76
PRESSES—WEB FED—TWO CYLINDER:
Size 25 x 38
Size 50 x 38
PRESSES—WEB FED—FOUR CYLINDER:
Size 39 x 44
Size 63 x 43
CUTTERS:
39 inch
52 inch
64 inch
84 inch

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photographic studios, are reproduced with surprising fidelity on metal.

The company recently was in the news (*JIL*, Nov., Pg. 65) when it placed in operation the first commercially manufactured four-color offset metal decorating press. Built by R. Hoe & Co., the press handles sheets up to 29 x 36" in size, and is rated at 5,100 sheets per hour. Prior to this, two color presses, and tandem machines provided the only multi-color press equipment available commercially.

Harold C. Jensen, director of lithography at Heekin, has been with the company 30 years. He formerly taught chemistry at the University of Cincinnati, and joined the Heekin company as a chemist. He has been active in the National Metal Decorators Assn., and at present is a member of the directorate.

Officers of the company are James J. Heekin, chairman of the board; Dan M. Heekin, president; Albert E. Heekin, Jr., executive vice president; Clarence A. Rolfe, vice president in charge of sales; A. F. Rassenfoss, secretary and treasurer; and J. J. Flynn, assistant secretary and treasurer.

Amer. Can Foreman Passes

George J. Dieter, 56, a foreman in the lithographic department of the American Can Co. plant at Hillside, N. J., died June 16 in a New Jersey hospital. A native of Savannah, Mr. Dieter came to New Jersey three years ago.

Displays British Goods

G. C. D. McCarthy, export sales manager of The Metal Box Co., Ltd., London, Eng., was in Chicago last month for the 68th annual convention of the National Confectioners Association, where a display of his company's line of decorated metal boxes was presented by the I. D. Co., of New York, exclusive distributor in the U. S. of these British products.

The Metal Box Co., Mr. McCarthy said, has thirty branch factories in the British Isles, some of them being over 100 years old. Only two of these manufacture the orna-

mental reusable containers displayed to the candy makers, the others being engaged in production of cans for commercial use, which are distributed worldwide.

Notable in the Chicago display was the jewel-like effect of decorations on many of the boxes intended for holding candy, cookies, tea and other things. An average of eight colors are used, Mr. McCarthy said, and the "jewel" effect is obtained by embossing or stamping, after the lithographing process is completed.

On one line of canisters a porcelain-like effect is imparted to the metal by lithographing which produces a resemblance to genuine oriental pottery. Colors of the design blend into the coating to closely suggest delicate hand-painted work.

One group of containers, which Mr. McCarthy called "bulge" boxes, have their contours shaped into graceful curves suggesting the outlines of ornamental glass vases. This effect, he explained, is contrived by two revolving tools, operating at high speed within the container after lithographing. The process, he claimed, is exclusive with his company.

Some boxes of irregular shapes have glassine liners which aid in the orderly packing of the container's contents. Another line, for juveniles, carries designs from the familiar "Golden Books" for children published by Simon & Schuster and licensed to the British company for their use.

The Metal Box Co., Mr. McCarthy said, is making a drive to place its products on the American market, in line with Britain's efforts to develop dollar trade.

American candy men indicated concern over the restricted use of metal containers for confections. A spokesman told the audience that the situation on cans is becoming critical.

Clarifies Aluminum Cap Order

Alcoholic and non-alcoholic beverages are in the class of products limited to 65 per cent of their base period use of aluminum caps, the National Production Authority, U. S. Department of Commerce, emphasized last month. An amendment of NPA

Order M-26, while it does not change the intent of meaning of the original order, specifies in more detail the products falling into each category.

As far as the fruit and vegetable beverages are concerned, the principal segment affected includes dairies which bottle these fruit and vegetable drinks in addition to milk, and use the same type aluminum cap for these drinks as they do for milk products.

While this order does not limit the use of the closures for milk by companies using them before Nov. 26, 1950, it does limit to 65 percent the use for the other type drinks. NPA said the dairies would be able to change to other type closures to supplement their present aluminum cap use.

Zahn Plant Burns

The plant in Santa Clara, Calif., of the Zahn Steel Lithographing Co. was destroyed by fire June 6. Damage was estimated at \$250,000. Flames reached 150 feet in the air as barrels of coatings and solvents burned. The heat melted the building's steel girders.

Following the fire, delivery was being speeded on a new Hoe metal decorating press which was scheduled for shipment from New York July 16. In the meantime other metal decorating plants in the San Francisco Bay area were helping Zahn on some work, trade reports stated.

Nesco Names Research Man

Nesco, Inc., Chicago, has announced appointment of Lee Harris as director of research and development. Mr. Harris was formerly associated with the Sunbeam Corp.

Visit Rheem Calif. Plant

The Rheem Mfg. Co. recently was host to representatives of member firms of the San Francisco Stock Exchange who toured the company's plant in Richmond, Calif. Center of interest was the lithographing of large sheets and the fabrication of 55 gallon steel "Rheemcote" drums. The plant recently has been equipped to manufacture the product.

For Sale Metal Decorating and Tin Litho Plant

PHOTOGRAPHIC AND PLATE DEPARTMENTS

- 1 "Directoplate" Planograph Camera "ROP" with 2 way multiple negative attachment; MIF-C curtain masking frame; copyboard and copyboard carriage; negative centering and tilting bar; wall section; extension bellows and case for same
- 1 Econogroup "Commercial" Photo Composer for press plate size 32 x 38, complete with G.E. timer control, Macbeth arc lamp
- 1 Huebner "Econogroup" register device and retouching table
- 1 Huebner "Commercial" whirl coater 55" complete with motor, heaters, etc. And the necessary accessories such as arc lamps, ink tables, sinks, chemicals, refrigerator, etc.

COATING DEPARTMENT

- 1 Fuchs & Lang roll coater Type 8-36- motor driven; with 3 feed cans, 6 gum roller stocks; electric eye counter; attached to
- 1 Phoenix gas baking oven with Wheelco Flam-O-Trol model 11-1-A
- 1 Fuchs & Lang Coater—9" x 31"
- 4 Bowser Fig. 109 steel oil storage tanks with hand

pumps; 12" track and chain hoist.

- 1 Day 20" paint mill
- 1 Abbe ball mill—30" diameter x 24"
- 1 Bowser Agitator tank—36" x 32" with #129 pump and accessories
- 1 36" x 8" Roll Waxing Machine

PRESS ROOM

- 1 Fuchs & Lang Rotary Metal Decorating Press—26x36"
- 1 Young gas baking Oven—50 ft.
- 1 Fuchs & Lang Rotary Metal Decorating Press—26 x 36"
- 1 Young Gas Baking Oven—40 ft. Each oven complete with Bristol Thermometer controller—model 377 automatic over-drive motors; recirculating fans, etc. And accessories

JAPAN DEPARTMENT

- 1 "Oven Equipment" Automatic dip tank and drying oven with fan and motor; double chain; 38" spacing, bar type and 5 HP Westinghouse motor.

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Rheem Expands in Chicago

Rheem Mfg. Co. has completed erection of a new Hoe 72" metal decorating press with auxiliary equipment at its Chicago steel drum manufacturing plant and operation of the press, largest of its kind, was started there recently.

To house the lithographing facilities, a building with 50,000 sq. ft. of floor area was added to the plant at 7600 S. Kedzie Ave. Included in the production line are a Wagner oven, a Wagner coater and other needed modern handling and control devices with component safety features. According to J. P. Makenas, Chicago plant manager, the total cost of the new lithographing department amounts to approximately \$1,000,000.

The new Chicago press is one of a number built for Rheem Manufacturing Company by R. Hoe & Co., the first one having been installed in the New Orleans, La., plant where it has been in operation for over a year, and others in Houston, Texas and Richmond, California.

Mr. Makenas indicated that installation of similar lithographing facilities is also under way for the Rheem plants in South Gate, California, and Sparrows Point, Maryland. The company has also announced the erection of a new manufacturing plant at Linden, N. J., which will include the new type metal decorating facilities.

The new press takes metal sheets up to 50 x 72" in size, considerably larger than the previous usable maximum of 42 x 54" for metal decorating presses, and ranging from 24 to 16 gauge in thickness. A single sheet of the largest size in 18 gauge metal weighs approximately 50 lbs. Press speeds range from 1200 to 4800 sheets per hour, depending on gauge and size. To handle the heavy lifts, the Dexter Folder Co. designed a special feeder, while the coating machine and oven were specially designed by Wagner Litho Machinery Div. to meet the unusual requirements of the new operation.

The Wagner oven, 210 feet in length, has three sections, each controlled with heat-controlling devices which deliver heat at varying levels

in the pre-heat, baking and cooling portions. Each sheet remains six minutes in the pre-heat section, fifteen minutes in the baking chamber and seven minutes in the cooling portion. Oven sections are heated by convection. A Dexter sheet inverter at the oven discharge end automatically repositions steel sheets for stacking and return either to the Hoe press or roller coater for its next color, or transfers to the fabrication line as required.

Study Can Amendments

The National Production Authority, U. S. Department of Commerce, and the Tin Plate Industry Advisory Committee on June 20 discussed a proposed amendment to NPA Order M-25 (Cans) that would restrict the use of can-making quality blackplate. The order now restricts the use of cans made of tin plate and terneplate and sets up specifications for can production.

The committee said the addition of blackplate restriction provisions to NPA Order M-24 (Tin Plate and Terneplate) would be unnecessary.

NPA said terneplate consumers have reported procurement difficulties. It urged tin plate producers, who are not making terneplate, to open their terne facilities. Only three committee members now produce terneplate, it was disclosed.

New Coating

A new coating for metal decorating has been announced by Gordon Bartels Co., Rockford, Ill. Called Formula 3B, it is claimed to eliminate the need for the size undercoat. The company also claims improved adhesion, coverage and fabrication. Further information is available from the company.

Anchor Hocking Gets Air Field

Officials of the Anchor Hocking Glass Corp., Lancaster, Ohio, have announced the firm has leased a hangar and runways at Port Lancaster. The airfield will be used as a base of operations for Anchor Hocking's planes and to provide facilities for visiting business representatives.

Takes Issue on Rollers

The outlook on materials used in the manufacture of printing and lithographing rollers, as given before a recent meeting of the Milwaukee Graphic Arts Assn. was misleading as far as some types of rollers are concerned, according to Carl G. Bingham, president of Sam'l Bingham's Son Mfg. Co., Chicago. The meeting was reported in *Modern Lithography*, May, Pg. 88. The speaker at the meeting, E. B. Davis, vice president of Ideal Roller & Mfg. Co., Chicago, was reported as saying that shortages in high grade hide glue are likely to result in poorer composition rollers, because of the necessity of extending the available high grade glue with lower grades in order to meet demand. The oils used in vulcanized oil rollers are still plentiful, he said, and, therefore, their quality should remain the same unless shortage of these develops.

Mr. Bingham, in a letter to this magazine, asserts that these statements "bring about . . . a doubt in the minds of the printers of the ability of the roller makers to produce so-called composition rollers made of glue and glycerine of a quality equal to that which they formerly had and which could be successfully used in printing operations."

Mr. Bingham adds "Let me assure the printing industry that it can obtain composition rollers of the grade and quality it requires from reputable printers' roller manufacturers; and that it can also obtain from some of the roller makers, as well as from our own concern, rollers made of vulcanized oil, synthetic rubber, and natural rubber, all of which types are products of our organization."

Wage Rise in S. F.

A wage increase of \$6 weekly was granted last month to 115 lithographers employed by the American Can Co. in San Francisco. The men are members of the Amalgamated Lithographers of America, Local No. 17.

Denver Firm Adds Cutter

Dixon & Co., Denver, recently added a Lawson 52" cutter.



A message to Garcia...

"...find General Garcia...he's somewhere in Cuba...deliver your message." Such were the orders given by President McKinley to a fellow named Rowan. Though he had never been to Cuba, Rowan set about finding his man without further question; and find him he did, after hacking his arm-weary way through dense jungles and fighting stray Spanish deserters. Even getting to Cuba required a perilous journey in a leaky, open boat. It was a sterling example of courage and initiative.

Rowan's message might well have been on a Gilbert paper... popular then, too. For your customer's business messages today, also, there is nothing finer than crisp, sparkling white, new cotton fibre content Gilbert Quality Papers with matching envelopes. Ask your Gilbert Merchant for samples.

Elbert Hubbard's fiery epistle, "A Message to Garcia," immortalized Rowan's feat. Though written in 1899, it is still sparkling reading today. If you would like a copy or two, drop us a line. They are yours while the supply lasts.



A good letterhead is always better-printed on a Gilbert Bond

IPI Essay Winners Named

Prize winners in the 15th Annual Essay Contests were announced early in June by Fred J. Hartman, educational director of the International Graphic Arts Education Association, which sponsors the competition in co-operation with International Printing Ink. More than 15,000 students from 310 secondary and vocational schools in the United States and Canada competed for the \$1,690 cash awards. Thirty-one prizes were awarded.

First prize of \$250 for young women was won by Carol Welsh of Broad Ripple High School, Indianapolis. Paul Pazell, student at Tilden Technical High School, Chicago, carried off first prize of \$250 for Young Men.

Two second prizes of \$150 each for young men went to Michael Nunziatta, The New York School of Printing, and to Delano Reistow, of Oshkosh High School, Oshkosh, Wisconsin. Carol Murphy, of Mother of Mercy High School, Cincinnati, Ohio, took second prize of \$150 for young women.

"You and Color Printing" was the subject of the 15th Annual IPI Essay Contests. A jury of five judges selected the winners. Harry L. Gage, graphic arts consultant to the Mergenthaler Linotype Co., acted as chairman for the 15th consecutive year. Other members of the jury were: Robert H. Caffee, president, Printing Industry of America; Dwight Cooke, C. B. S. radio moderator; Mark Ellingson, president, Rochester Institute of Technology; and Allerton H. Jeffries, president, Jeffries Banknote Co., Los Angeles.

Greene VP of Joliet Firm

Irving L. Greene has been named vice-president and director of the Gerlach-Barklow Co., Joliet, Ill., it was announced last month by John C. Mackeever, president. Mr. Greene will continue to hold his post of general sales manager of the calendar and business gifts firm. He was formerly director of sales promotion and advertising for the Todd Co. of Rochester, N. Y.

G. A. Education Assn. Meets

The 26th Annual Conference on Graphic Arts Education, was held at the Hotel Statler, Cleveland, June 17-20, 1951. Administrators and teachers from the United States and Canada attended the meeting to work out ways and means to keep graphic arts education keyed to the needs of emergency defense training as well as the long-range program of education for the printing industry.

A feature was a planned inspection visit to the plant of the Harris-Seybold Company by some 75 members of the conference. A luncheon was served for them at the plant cafeteria. Greetings were extended by president George S. Dively, R. Verne Mitchell, chairman of the board, and personnel director Clark C. Sorensen.

George J. Bilsey, East High School, Cleveland, was re-elected president for 1951-52. All other officers were also re-elected and two new regional vice-presidents were added to the list. They are John G. Edelmann, Southern High School, Baltimore, and R. L. Harper, University of Colorado, Boulder. Toronto was tentatively selected as next year's meeting place.

Plan Fall Sales Course

A repeat performance is scheduled in New York this fall of the course of study for lithographic salesmen sponsored in 1950 by the Young Lithographers Association. The weekly sessions, to run for 13 weeks, will be planned around the theme "What a Litho Salesman Should Know About Lithography." Classes will be held in the New York Trade School where complete lithographic equipment is available for study.

Charles Shapiro of the educational department of the Lithographic Technical Foundation is coordinator for the program, and experts in various

**Burchard Joins Carnegie Tech.**

Kenneth R. Burchard (above) former offset and photomechanical sales manager for American Type Founders Sales Corp., Elizabeth, N. J., last month joined Carnegie Institute of Technology as professor and head of the Department of Printing. He succeeds Homer E. Sterling who was acting head of the department for the past year.

Mr. Burchard is returning to Carnegie where he was a faculty member from 1940 to 1943. He is a graduate of William Jewell College, Liberty, Mo., and formerly was director of the Central High Press, Muskogee, Okla. Mr. Burchard joined ATF in 1944 when he was placed in charge of offset sales. He has been associated with the graphic arts for 27 years.

phases of offset lithography will participate in the two-hour weekly sessions.

The number of men which can be enrolled is limited. Information is available from Mr. Shapiro at the Foundation, 131 East 39 St., New York 16, N. Y.

M. J. Nevins Dies

Matthew J. Nevins, 82, a partner in the Nevins-Church Press of New York died June 29. The firm with which he was associated was a label-printing concern. Mr. Nevins was born in Lawrence, Mass. and learned the label-printing business in Pittsburgh. He was one of the founders of the National Label Mfrs. Association.

Plan Offset Newspaper Research

The American Newspaper Publishers Assn. is reserving space in its new research laboratory, under construction at Easton, Pa., for future work on the problems of offset newspaper production.

Speaking at ANPA's 23rd mechanical conference in Chicago, early in June, the organization's director of research, C. M. Flint, in describing the institution's facilities, said:

"Sufficient space has been left for an additional press unit which may take the form of offset or dry offset to implement our studies of that medium, as a means of helping the very small newspaper and as a method of printing supplements."

Announcement was made of a new project to be started by the association this year to determine how the quality of color printing in rotogravure supplements can be improved. Ben Dalgin, director of art and reproduction for the *New York Times*, who presented this matter, said advertising agencies have frequently complained about the poor quality of newspaper rotogravure printing. Unfaithful reproduction and extreme variations in color seem to be the chief targets of the criticism.

Advertising agencies themselves, were blamed for some of the trouble, Mr. Dalgin said, due to faulty preparation of art and copy. One phase of the research program will thus deal with proper preparation of copy in agency art departments. Other angles to be studied include production of color positives, mechanical operations in press rooms and the relation of ink and paper to quality work.

Lithographers will recognize in this situation some of the problems with which they wrestle. Of particular significance is the proposal to educate advertising agency art men on proper copy preparation.

Block County Offset Expansion

Purchase of offset printing equipment for use by the Kings County, Calif., board of supervisors as a means of effecting economies over the current practice of letting printing work out on bids, has been postponed indefinitely because of protests by commercial printers of the political subdivision.

Commercial printers and county publishers were led by President M. L. Coultrap of the *Corcoran Journal*, who also is president of the San Joaquin Valley unit of the California Newspaper Publishers Association. "I'm greatly concerned," Mr. Coultrap said to the county board, "with the idea of the county going into competition with its citizens and taxpayers. If you do it you are simply developing a socialistic state. This year it may be printing, next year something else. I don't think that the people elected you for that purpose."

Matson Heads L. A. Craftsmen

Gordon T. Matson of Modern Typesetting Co. was installed as president of the Los Angeles Club of Printing House Craftsmen at a dinner-dance in Rodger Young Auditorium June 16. Mr. Matson succeeded Allison W. Manners of the Los Angeles Trade-Technical Junior College.

Other new officers are Cyril Stanley, first vice president; Frew Lawton, second vice president, Rod Freeman, secretary-treasurer, and Lew Williams, recording secretary. The new board of directors is composed of Archie Wilde, Andy Anderson, Bill Silverman, Louis Lewis, and Past President Manners.

Kerr Moves, Expands in L.A.

Kerr Printers & Stationers recently moved to 665 South La Brea Ave., Los Angeles, where they have doubled their former floor space. The letterpress and offset departments are established in separate, self-contained quarters, each with its own composing room, camera and platemaking department, and bindery. The plant is air-conditioned, with acoustical ceilings and walls. Equipment added

includes a 22x34 Harris offset, a 22½x28½ Baum folder, 32x44 ATF Douthitt whirler and printing frame, and an ATF Challenge cutter. Louis and Marjory Gandelman are the owners.

Litho Firm Moves

Jumonville Lithograph Corp., Portland, Ore., has moved to new location at N. W. 16th and Glisan. Formerly located at 120 S. W. Stark Street, the move was necessitated by an expansion program with 6000 square feet of floor space remodeled for the corporation at their new location according to Uriel "Jim" Jumonville, president. He also announced the addition of a new creative department.

Mr. Jumonville, formerly a captain in the Typographic Division of the United States Army stationed in Portland during the last war, started the firm with a staff composed of technical men in his unit.

Miehle Appoints Western Agent

The W. S. Megill Co., Denver, has been appointed as the authorized agent for service and parts for the Miehle Printing & Mfg. Co. in the Mountain area. Carlton Mellick, vice president of the Miehle Company, in making the announcement pointed out that the Megill Company will provide service in western Kansas, western Nebraska, Wyoming, Colorado, New Mexico and the city of El Paso, Texas.

The Megill Company is stocking a complete line of Miehle parts as well as having factory trained service men and a modern machine shop.

Anderson Leaves L. A. School

Herbert C. Anderson, dean of the Los Angeles Trade-Technical Junior College, retired July 1 after 20 years with the L.A. institution. He has accepted a position as graphic arts specialist for the Institute of Inter-American Affairs in Brazil. During his two decades in education Mr. Anderson was active in the Club of Printing House Craftsmen, the PIA and allied groups.

75 At L. A. Offset Forum

Representatives of 75 Los Angeles offset plants attended the initial meeting of the Lithographic Technical Forum sponsored by the Los Angeles PIA. A discussion of plant problems on the technical level was held. Problems on many phases of production were studied.

At the June meeting Dean D. Spie, of E. P. Wilmer Co., was moderator, with the panel composed of John Anderson of Photo Litho Supply Co., Louis Buzun of Grand Photo-Litho Service, W. T. Doyle of Parker Enterprises Inc., and J. T. Patak of Business Systems Inc.

The next meeting was scheduled for July 2.

Formation of the new group to discuss technical problems in lithography, under sponsorship of the Los Angeles Printing Industries Litho organization, was announced by G. Henry Henneberg, general manager of the parent association.

Later panels will take up such subjects as paper and ink troubles, and practically all problems except those dealing with labor matters. Purpose of the new organization is to give lithographers an opportunity to discuss technical problems.

Magnuson Joins IPI

Melvin Magnuson, formerly with several lithographing firms, recently joined the sales staff of International Printing Ink, Los Angeles. He has been with U. S. Printing & Lithograph Co., Redwood, Calif., Muirson Label Co., Meriden, Conn., and H. S. Crocker Co., San Bruno, Calif. (Mr. Magnuson is the author of a series of two articles on Effective Plant Layout, concluded last month in *Modern Lithography*.)

End of Lull Predicted

Printing's current lull in the West is due to reduced production and employment in many lines affected by the defense conversion program, in the opinion of Orson Udall, ATF manager in Los Angeles. Mr. Udall predicted that an upswing in many fields, including printing volume, will take place in late summer or early autumn.



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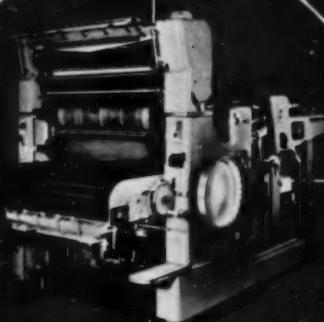
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"*Green Rock*" AND OTHERS IN THE SERIES PAINTED BY WILLIAM MCK. SPIERER A.W.S. ARE
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FEED ROLL REGISTER

Remarkable feature of EBCO's new 34" Offset Press (capacity about 22" x 30")

The Feed Roll Register feature offers increased speed at lower production costs. Unprecedented register at all speeds... and a unique feature of high speed.

Feed Roll Register. This unique feature (patented) assures maximum efficiency and economy of the Feed Roll Register.

CHECK THESE FEATURES:

1. Accurate Register.
2. Speed increased from 6000 IPH to 8600 IPH.
3. Uniform speed. Perfect register. Adjustment made without moving the plate—register obtained quickly and accurately by moving the register bar.
4. Sheets can be furnished out of the roll and by bowing the register bar.



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Gibson Introduces "New Horizon" Greeting Card Line

WHAT is described as "a new concept in greeting cards especially styled for those who have cultivated an appreciation for advanced art trends," recently has been announced by the Gibson Art Co. of Cincinnati. The line, designated as Gibson's "New Horizon" group, contains 51 numbers, each of which is lithographed in six colors.

The new line is said by Gibson officials to be "exceptionally costly" because all of the original art work was done by a selected group of eight "top-level artists" who were given full freedom to express their own artistic ideals. As a result, the plate work and exacting color reproductions are said to be far more costly than usual.

Although the Gibson plant is completely equipped for large volume production, some of the company lines are printed in other plants in or-

der to meet the demand. The new line was assigned to the Hennegan Co. of Cincinnati. Here, two colors were printed at one time, with three runs being required to complete the presswork on the 41 x 52" sheets.

All of the preparatory work, photography and platemaking, is being done in the Gibson plant. After the cards are lithographed, they are returned to the plant for embossing, cutting, folding and packing.

While Gibson officials believed the company's new line would meet a demand for a more artistic line of greeting cards that were lithographed with detailed fidelity to the artists' conceptions, the large initial investment had to be largely in the nature of an experiment designed to explore the selling possibilities of cards expressing new and smart art treatments.

In order fully to explore these

sales possibilities, the "New Horizon" line was offered only to those retailers who have a sizeable patronage from the types of customers for whom the cards were styled.

The results, during the few weeks the new line has been on display in these retail stores, have far exceeded the expectations of Gibson officials, and indicate there is a widespread demand for greeting cards of such artistic conception and reproduction.

In fact, the initial consumer response was so favorable, that Gibson is now preparing a second series of 51 numbers, which will supplement the original numbers with additional seasonal and "Special Day" cards. Also being considered is a line of "New Horizon" Christmas cards, which, it is expected, will incite a considerable consumer response.

Photo Importance Increases

The increasing importance of photography to the graphic arts industry was emphasized by the Eastman Kodak Company recently in its stockholder publication "Highlights". Kodak's 1950 dollar sales of products for the printing, publishing and allied trades were five times their 1940 level. "Films and other photo products are essential to get the pictures and other illustrations that are used, and to reproduce them on paper. The illustrations may be photographs, in black-and-white or color, or they may be artists' drawings, maps, etc. But to put them on paper via the printing press takes photography's help," the article said.

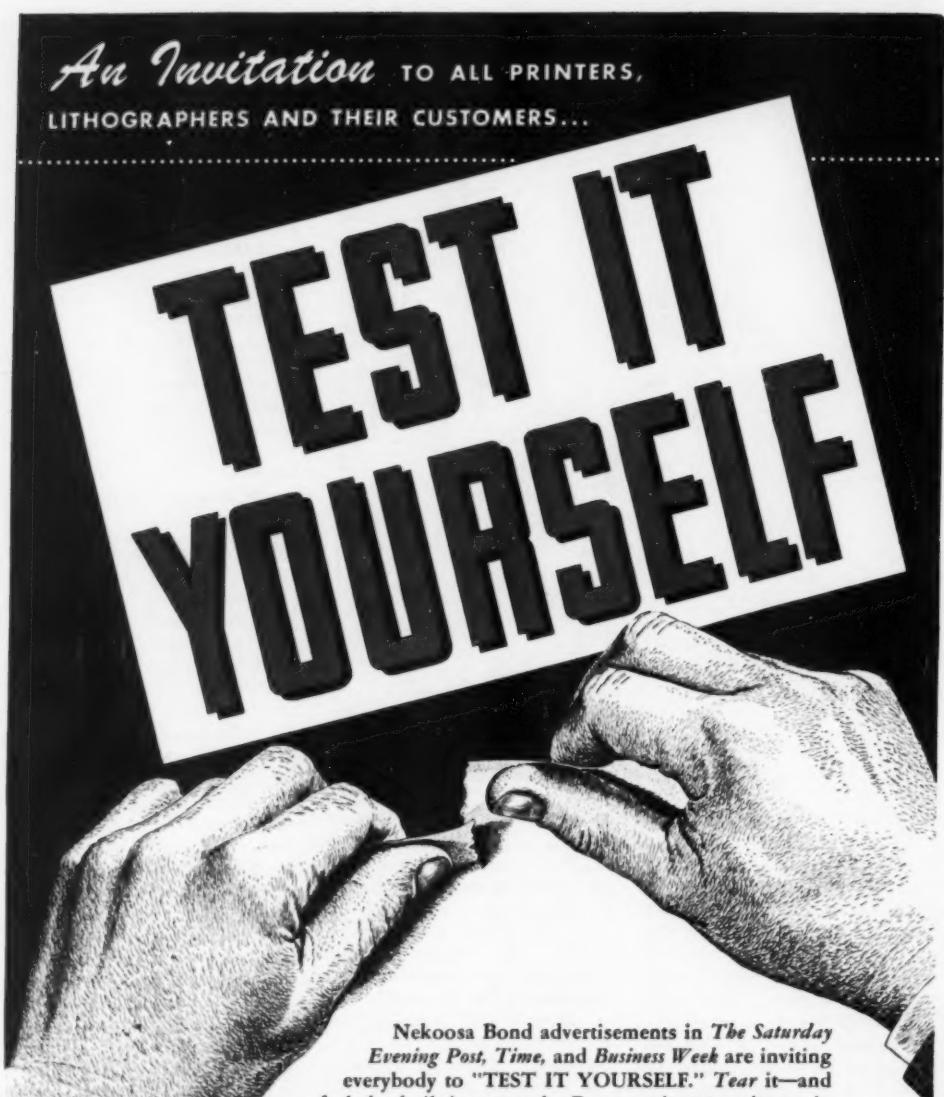
An intensive research program to improve present methods and to bring out new ways to use photography in the graphic arts is being carried out at Kodak Research Laboratories in Rochester, it was stated. It cited the advent of color photography and color photo processes as important aids to modern printing.

Golde to Europe

Morris Golde, of Michael Lith Co., New York 19, N. Y., planned to fly to Europe on July 20, to study various graphic arts and direct mail advertising establishments.

An Invitation TO ALL PRINTERS,
LITHOGRAPHERS AND THEIR CUSTOMERS...

**TEST IT
YOURSELF**



Nekoosa Bond advertisements in *The Saturday Evening Post*, *Time*, and *Business Week* are inviting everybody to "TEST IT YOURSELF." Tear it—and

feel the built-in strength. Erase on it, typewrite on it, write on it—and you'll appreciate its superb finish. These simple tests cannot duplicate the precision-instrument tests made at our mills. But they will give you a pretty good idea why AMERICA DOES BUSINESS ON NEKOOSA BOND.

Nekoosa-Edwards Paper Company • Port Edwards, Wisconsin.

NEKOOSA BOND

300,000 at German Exposition

An estimated 300,000 visitors were in attendance at the first postwar graphic arts exposition in Western Germany, held during June in Dusseldorf. The exposition, called DRUPA included all printing, paper-making, and allied trades. Equipment and supplies in these fields were displayed by some 550 exhibitors. Of these, about 300 to 350 were machinery companies, and only about 40 of them were from countries outside Germany.

The exposition was slanted toward world markets as well as European markets, and an estimated 36,000 persons from outside Germany attended, according to the official report.

The Exposition is already being planned for future years, and probably will be held at intervals of three years, it was said.

Reports on German Exposition

Keen competition for European markets, as well as for world markets, was indicated in the display of offset presses which was part of the DRUPA graphic arts and paper exposition in Dusseldorf, West Germany last month. This was reported by W. R. Spiller, chief engineer of Harris-Seybold Co., Cleveland, who returned from the exposition by plane, June 10. Six different offset press manufacturers exhibited machines in the show, as compared with only four U. S. offset press builders at the 1950 Chicago Graphic Arts Exposition.

The German machines generally are lighter in construction, and are built for lower speeds, he said. He attributed this to the fact that wage rates are low, and management problems are quite different from those in the U. S. Here, he said, high production with a minimum of work stoppages are highly important, while they are not as important in Europe.

Another indication of the extreme competition was the fact that eleven different cutting machines were shown.

Altogether the show was "well-dressed and very impressive," Mr.

Spiller stated, "and in all probability will grow in both size and importance."

Big pre-war graphic arts shows were held in German cities which now are behind the iron curtain, and this was the first large-scale postwar graphic arts show devoted to West-German products, and those of other non-communist countries.

Leigh Addresses Sales Execs.

N. J. Leigh, board chairman of

Einson-Freeman Co., New York lithographer, addressed the New York Sales Executives Club June 19. He demonstrated a score or more of lithographed displays and discussed point-of-sale merchandising.

Eureka Appoints Coty

C. Kenneth Coty has been appointed general sales manager of the Eureka Specialty Printing Co., Scranton, Pa. He was associated with the Kendall Co. for the last 15 years.

GEVAERT

GRAPHIC

PLATES • FILMS • PAPERS

FOR ALL

PHOTOMECHANICAL PROCESSES

Over a half century of constant painstaking research in the improvement of sensitized photographic products is reflected in the fine quality of Gevaert plates, films and papers. We offer you a type for every process connected with the printing and photomechanical industries.

GEVAERT PLATES

Panchromatic Varieties

Rapid Process Extra Pancho A. H. Plate for direct separation screen negatives.

Microgran Pancho A. H. Plate for continuous tone separation negatives.

Normal Pancho Rapid A. H. Plate with the same characteristics as above.

(Available with and without mat emulsion.)

Non-Panchromatic Varieties

Litholine Ortho A. H. Plate for black and white, line and halftone.

Process Extra Ortho A. H. Plate for black and white, line and halftone.

Normal A. H. Plate for continuous tone negatives and positives.

(Available with and without mat emulsion.)

GEVAERT GRAPHIC FILM

Litholine Ortho A. H. for black and white, line and halftone.

Process Extra Ortho A. H. for black and white, line and halftone.

Normal A. H. for photogravure negatives or positives.

GEVAERT PIGMENT PAPER

Carbon tissue for Rotogravure; for monochrome and three-color printing.

Write for Price List and full descriptive literature.

Distributed by

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BOSTON: 451 Atlantic Ave. • CLEVELAND: 1051 Power Ave.
LOS ANGELES: 330 Winston St. • SAN FRANCISCO: 1155 Bryant St.
JACKSONVILLE BEACH: 111 2nd Ave. N.

This is the fourth in a series of ads on the various photographic products carried by the Benco Branches.



...For
letterheads of
distinction
and quality



IT ISN'T SURPRISING—THAT PRINTERS SAY RISING!

If you have a stationery problem take it to your printer. He handles paper every day and can solve your problem with one word—Rising.

He knows how this superb paper acts under all conditions. And will unhesitatingly recommend Rising Bond for letterheads and forms.

Rising Bond

- Is 25% rag
- Comes in 4 weights
- Is available in white and 5 colors
- Has envelopes in 6 sizes
- And has an excellent printing surface for engraving, lithography, gravure or letterpress

**WHEN YOU WANT TO KNOW
...GO TO AN EXPERT!**

Rising Papers

**ASK YOUR PRINTER
...HE KNOWS PAPER**

Rising Paper Company, Housatonic, Mass.

The above advertisement appears in a long list
of executive and sales promotion magazines

A Letter about Letterheads

Dear Mr. Printer:

You have a real sales opportunity when a prospect asks you to quote on that all-important stationery item -- "The Business Letterhead." It's an opportunity to spotlight your craftsmanship and printing know-how...to prove your expertise in the selection of paper.

Furthermore, it's an opportunity to demonstrate the distinguished individuality of Rising Bond...for outstanding letterheads...for matching second sheets and envelopes. In strength, finish and quality, Rising is a letterhead leader...made to take clean, sharp impressions from any standard printing process...in black or any color.

Take along a full assortment of Rising samples on that next call for letterhead prices. Your distributor will gladly fill your request.

Sincerely yours,
R. P.

ASK YOUR PRINTER...HE KNOWS PAPER



Rising Papers

PRINTING AND TECHNICAL

Augustine Heads New Guild

The Printers Supplymen's Guild of Cincinnati was organized recently with Lee Augustine, vice president of the Printing Machinery Co., as president. Other officers are: First vice president, Ken N. Kramer, district manager, Ideal Roller and Manufacturing Co.; second vice president, William H. Hammert, district manager, Miehle Printing Press and Manufacturing Co., and secretary-treasurer, George A. Vitt, representative of the Wortman Roller Co. The group has applied for a charter from the International Association of Printing Supplymen's Guilds.

•
Gibson Reports Gain

J. R. Gibson, president of the Gibson Art Co., Cincinnati, informed stockholders at the firm's annual meeting June 5 that the firm's business for the first three months of the current fiscal year, March, April and May, was about 8% ahead of the similar quarter last year.

Directors voted the regular quarterly dividend of \$1 a share on common capital stock, payable July 2 to holders of record June 30.

•
Smith & Setron Moves

The Smith & Setron Co., Cleveland color lithographing firm is moving into new and larger quarters in the old Gospel Press Building at W. 7th & Jefferson Ave. This will greatly expand facilities to make a complete graphic arts unit including letterpress, typography, and binding.

•
Unger Co. Expanding

The Unger Printing & Lithograph Co., Cleveland, is expanding and looking for larger quarters on the west side of Cleveland. The company is adding a Harris four-color 69" press, and is planning large scale color work.

•
U. S. P. & L Gets Award

The U. S. Printing and Lithographing Co., Cincinnati, has received an award for its work on the 1950 24-sheet tuberculosis Christmas seal poster. The billboard poster featured a design by Andre Dugo, artist.

Geiser Advanced by Champion

Leo Geiser, Champion Paper & Fibre Co., Hamilton, Ohio, has been appointed director of production of the firm, it was announced recently by R. B. Robertson, Jr., president. Mr. Geiser, who has been with the company for 29 years, becomes a member of the administrative group with supervision over all pulp, paper, board, and finishing operations, according to the announcement.

Sabine Named Manager

Richard W. Sabine, Goodyear Tire and Rubber Co., Akron, has been named manager of distributor sales in the company's mechanical goods division. Mr. Sabine formerly was senior staff man in charge of mechanical goods advertising and sales promotion and succeeds the late W. T. Bell.

Joins Palm Brothers Co.

G. Richard Gummere has joined the Palm Brothers Decalcomania Co., Norwood, Ohio, according to the firm's president, Max J. Palm, Jr. He is in the firm's local sales office staff. He formerly was with the American Tag Co., Chicago, as manager of the decalcomania division.

E. W. Braitley Dies

Eugene W. Braitley, 65, vice-president of Commercial Lithographing Co., Louisville, Ky., died June 9, 1951. Mr. Braitley was a native of Louisville and was associated with the firm for 35 years. He suffered from a heart ailment for several years.

Augustine Honored

Lee Augustine, vice-president of Printing Machinery Co., Cincinnati, was presented with the "Outstanding Craftsman" award during the Fifth district conference of Printing House Craftsmen held during June at the Claypool Hotel, Indianapolis. The award was presented to Mr. Augustine during a conference session on June 16. The Fifth District is made up of 14 clubs in Ohio, Indiana, Michigan, Kentucky and western Pennsylvania. The selection of Mr.

Augustine will be further marked at the International Convention, which is to be held in Boston August 19-22.

Mr. Augustine started in the printing industry as an errand boy for Printing Machinery Co. In the years that followed, he founded his own printing shop and expanded it into a well-rounded operation. At the same time, he advanced in the Printing Machinery Co. He later devoted his full time to the latter company.

Mr. Augustine is active in the

graphic arts field. He is the author of the International Bulletin Contest of the Printing House Craftsmen which is conducted each year at the convention of the organization. In 1950, he invited the British productivity letterpress team to visit Cincinnati and had charge of their six day visit to the city. In the international organization, Mr. Augustine has served as a member of the Research Commission and as a member of the Educational Commission.

"NATSCO" PRODUCTS



FILMS	—	CHEMICALS
PLATES	—	CARBONS
SCREENS	—	CAMERAS
WHIRLERS	—	LAMPS

A Complete Line for the Graphic Arts

NATIONAL STEEL AND COPPER PLATE COMPANY

700 S. CLINTON STREET
CHICAGO 7, ILLINOIS

853 TENTH AVENUE
NEW YORK 19, NEW YORK

Brauer Expands

Brauer & Sons, Inc., Milwaukee trade platemaker, has announced the addition of new equipment. It includes a 58" circular 133 line screen for the 80 inch Consolidated camera. A power proving press, a converted Harris *S7L* offset press, is now in operation in a new wing of the building. The wing, with 6000 feet of floor area, also provides space for film and chemical storage. The information was given by Joseph J.

Brauer. William Brauer, company vice president, currently is a member of the research committee of the Lithographic Technical Foundation.

Heads Milwaukee Firm

K. J. Wollaeger was named president and secretary of the Northwestern Lithographing Co., Milwaukee, to succeed his father, the late J. G. Wollaeger, it was announced recently. G. E. Swarm was named vice-president to succeed Mr. Wollaeger

and W. F. Wacker was named treasurer. Both of the latter were named to the board of directors, which includes Mr. Wollaeger, George F. Brumder, president of North American Press and Charles P. Vogel, board chairman of Pfister & Vogel Tanning Co.

UP Offset Map Issued

Union Pacific Railroad recently issued a color offset map of the United States showing and listing all Army, Navy and Air Force installations. Published in folder form, 18 x 31 inches, with five colors on the map side and four colors on the listing side, the lithography was done by Rand McNally, Chicago. The map has distinctive symbols such as miniature planes and anchors to designate locations of the bases. The map is available from the Union Pacific Railroad, Omaha.

Ristine Now in Sales

John Ristine, former manager of the offset department of R. R. Donnelley & Sons Co., Chicago, recently transferred his activities to the Donnelley sales department. He still is located in Chicago. Paul Kline is now superintendent of the offset department, and Winfred Ison is representing the Donnelley company in the Lithographers National Assn.

Gaetjens Heads Chicago Guild

Herbert Gaetjens was elected president of the Chicago Printing Supply Salesmen's Guild at its annual meeting. Other officers are Myron F. Lewis, vice president; W. Lincoln Noelle, secretary; and Gordon R. MacQuaker, treasurer. Board members are Norman A. Mack, Carl Yaley, C. A. Loefgren, and Jack Hagen.

Elected by Accountants

Lyle C. Bollinger, assistant secretary and controller of the Ideal Roller and Mig., Chicago, was elected a national vice president of the National Association of Cost Accountants at the annual meeting of the association June 29, in Chicago.



Protect your presswork against damage. GLAZCOTE provides the easy, low-cost way. Merely add it to your regular inks, according to simple directions. GLAZCOTE, a protective ink conditioner, provides a tough, glossy scratchproof finish that resists abrasion. You can insure customer satisfaction with this job-tested, economical protection. A little goes a long way. GLAZCOTE is the practical answer to one of printing's most troublesome problems.

INK TROUBLES VANISH

when you keep your regular inks at printing peak with Central's famous ink conditioners — they make all inks better in printing qualities.

"33" for Letterpress

"0-33" (Light and Medium)

"600" for Light-bodied inks

Makes Good Ink Better

Write today for a free copy of "TO THE PRESSMAN".



100% Guarantee

8 LB. TRIAL ORDER — If GLAZCOTE does not satisfy you completely, you may return the unused portion at our expense.



N. E. Litho Division Meets

The first of a series of meetings of the lithographic division of the Graphic Arts Institute of New England was held June 14th at the Parker House in Boston. The meetings are held for discussion of lithographic problems of the New England area.

The monthly meetings were decided upon at the annual meeting held in May. At that time the elections of chairmen were held. A. E. Heubach, Rust Craft Publishers, Inc., Boston, was elected chairman and Arthur T. Howard, A. T. Howard Co., Boston, was elected vice-chairman.

Member companies of the lithographic division are:

Alpine Press, Boston Offset Co., Buck Printing Co., Courier-Citizen, Dennison Manufacturing Co., Forbes Litho Mfg. Co., J. C. Hall Co., A. T. Howard Co., Livermore and Knight Co., J. A. Lowell Bank Note Co., Providence Litho Co., Rand Avery-Gordon Taylor, Inc., Rust Craft Publishers, Inc., Spaulding-Moss Co., Tichnor Bros. Inc., and Williamson Offset Co.

Seek Hartford Craftsmen's Club

Recent activity in Hartford, Conn., has been moving toward the formation of a Hartford Club of Printing House Craftsmen. At the June 5 meeting of the Printing Production Club of that city representatives of the Craftsmen's organization attended, and a discussion was held on the possibility of forming an affiliated club. William McLellan, John Donohue, Gordon Ruiter and Walter Whittum participated in the information meeting. A committee was appointed to present recommendations at the September meeting of the Printing Production Club.

It was expected that the group would apply to the International Assn. of Printing House Craftsmen for a charter.

Nathan Krigman Dies

Nathan Krigman, 41, associated with Multiprint Company, Boston, died recently. He was stricken with a heart attack at his home.



Lithographed Display

This handy, four-bottle counter merchandiser is promoting sales of Caladryl lotion in more than 35,000 drug stores throughout the country, according to Forbes Lithograph Mfg. Co., Boston. The merchandiser features copy describing Caladryl's uses, and actual bottles are displayed for easy inspection and purchase. This point-of-purchase item was designed and lithographed in seven colors by Forbes in cooperation with George A. Bender, manager of Parke, Davis and Company's retail sales promotion department.

Plan 'Extras' for Craftsmen

"Program extras" are being planned for the annual convention of the International Assn. of Printing House Craftsmen to be held in Boston's Statler Hotel, August 19-22, the committee announced last month. Called "The Boston Tea Party of '51," the convention is to include historical tours, moonlight sails, trips to two paper mills, and a lobster party.

These events will be in addition to the regular convention program which will cover management and technical phases of all three major printing processes.

John Glover, Tileston & Hollingsworth Co., 213 Congress St., Boston, is registration chairman. He reports a good advance registration.

Add 22 x 34 Two-Color

The Midstate Offset Printing Corp., Syracuse, N.Y., has installed a new Harris 22 x 34" two-color offset press, said to be the first multi-color offset press in Syracuse. The firm extended an invitation in a newspaper ad, to the public to inspect the new press.

Teague Heads AIGA

Walter D. Teague, designer, was elected president of the American Institute of Graphic Arts, June 12, succeeding Merle Armitage, art director of *Look*. Other officers are Arthur F. Horton, Curtis Paper Co.; Milton Glick, Viking Press; and Dudley Parsons, Appleton, Parsons & Co., vice presidents; Albert M. Clayburgh, Albert D. Smith Co., secretary; and Ella Oelrich, Oxford University Press, treasurer.

Harry L. Gage, graphic arts consultant to Mergenthaler Linotype Co., was awarded the institute's annual Gold Medal for his contribution to the graphic arts.

The annual meeting and dinner was held at Hotel Pierre, New York.

George Williamson Dies

George Williamson, 73, chairman of the Board of Strathmore Paper Co., W. Springfield, Mass., died July 3, 1951 of a heart ailment while on a business trip in Des Moines.

Mr. Williamson, born in Worcester, Mass., graduated from Worcester Polytechnic Institute in 1900 and entered the paper manufacturing business with American Writing Paper Co. He spent 10 years with the Union Metallic Cartridge Co., Bridgeport, Conn. and was named chief engineer of the Strathmore Paper Co., in 1912. He rose through various executive positions to become head of the company.

Mr. Williamson was also president and a director of Premoid Products, Inc., and a former president of Agawam Chemicals, Inc. He was a member of the NAM in 1944-45 and was an active promoter of New England industry.

Forbes Issues Calendar

Forbes Lithograph Mfg. Co., Boston, issued its annual July to June calendar last month, with a large illustration featuring the painting "Sky Whippets—Pintails", by Harry Curieux Adamson. The reproduction, in full color is a sports scene of wild ducks at dawn. The company also distributed a duplicate reproduction of the painting, in the same size, suitable for framing.

Dallas Firm Appoints

Jack Goodrich, formerly with a Dallas insurance firm, and an advertising agency, has been named plant manager of Mayo Brothers, lithographers and printers, that city.

New Hammermill Office

The Hammermill Paper Co., Erie, Pa., has opened an office in the Mercantile Securities Building, Dallas, Texas, to enable Hammermill to provide closer contact with distributors in the mill's southern sales territory.

R. F. McMahon, district sales manager for the southern territory, is in charge of the Dallas office. Hammermill's main sales office is located at the mill in Erie.

Davis Addresses Texas Club

The importance of rollers in the production of quality printing and lithography was stressed by E. B. Davis, vice president of Ideal Roller & Mfg. Co., June 1 as he addressed a meeting of the Dallas Club of Printing House Craftsmen. He

urged that all rollers be kept thoroughly clean for quality production.

Heads Cornelius Research

Ralph B. Tufts has been appointed Director of Research for the Cornelius Printing Co. of Indianapolis, Ind., and Silver Spring, Maryland. Prior to his appointment, he was manager of the graphic arts research division of Rochester Institute of Technology. Mr. Tufts joined the faculty of RIT in 1946. He has also served as a consultant on processing and plant layout problems.



Publication Promotes Offset

"Photolith Yearbook" is the title of a monthly magazine now being published and distributed to staffs of school annuals. The publication, 16 pages and covers, is produced by offset, and is published by the National School Yearbook Assn., Houston, Tex. The subject matter promotes the use of offset for school annuals.

Ft. Worth Co. Expands

F. L. Motheral Printing Co., Fort Worth, Tex. currently is expanding its facilities, with the addition of several offset presses, an Intertype machine, two letterpresses, and some cutting and binding equipment.

Litho Man Heads Club

John R. Hanson, salesman for Arkansas Printing & Lithographing Co., Little Rock, was elected president of the Little Rock Civitan Club recently.

Ind. Firm Adds Press

Tippecanoe Press, Shelbyville, Ind., recently added an offset press to its facilities. It is part of an expansion program which includes additional space.

N. Y. Firms Expands

An expansion move which more than tripled the firm's operating space was announced last month by A & H Offset Co., New York. The company moved to 39 W. 32 St. Several new presses are to be added.

Macbeth caters to Your Preference

There's a right choice for every job.

① ULTRAMODERN

electronic
motor-controlled
CONSTANTARC

Arc stabilization completely and continuously automatic. Successive exposures produce identical results.



B-16 PRINTER

NONSPOT reflectors insure even light distribution. Lamps sturdy constructed and easy to handle.

② TRADITIONAL solenoid-controlled arcs of distinction

For the many fine features of these and other models see illustrated catalog furnished on request.

MACBETH ARC LAMP CO.

World's Standard Photo Lamps

141 Berkley Street

Philadelphia 44, Pa.



COLORS, clockwise from the brushes. GOLDENROD, PRIMROSE, RUSSET, BUFF, GRAY, CHERRY, SALMON, CANARY, BLUE, CAFE, GREEN, PINK.

It's Time to Brush Up on Your Colors

THOSE are the famous HOWARD colors arranged on an artist's palette . . . the twelve true, clean colors so widely used by American business . . . but not including *whitest* white and ivory.

The availability of HOWARD BOND in so wide a range of colors offers many opportunities. Business forms,

for instance, HOWARD BOND colors speed identification, minimize error, simplify handling and filing. And for many other uses—bulletins, special letterheads, reports—HOWARD BOND colors add liveliness, variety and appeal at very low cost.

If you haven't seen HOWARD BOND

recently, "brush up" on color by asking your printer or paper distributor for samples. See for yourself that HOWARD BOND—whether in color or *whitest* white—is ideal for all uses where good bond is good business.

PRINTERS! This message appears in advertising magazines read by your customers.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph



Howard Writing • Howard Posting Ledger



Instrument of Destruction for Forms

Another Case for the Careful Selection of Paper

WHY SHOULDN'T paper for business forms be made to withstand surface abrasion? Answer: It should. MAXWELL BOND is. In fact, you'll find business forms on MAXWELL BOND better equipped to take all the punishing treatment in store for them, from careless handling to filing, mailing and constant reference.

There is nothing skimpy about MAXWELL BOND, except the price. It takes pen, pencil and typewriter as well as the finest. It prints with clear definition. Its surface resists erasure. It carries our watermark and we're proud it does. The price? You'll find it won't pay to settle for anything less than MAXWELL BOND.

We'd be pleased to show you samples of MAXWELL BOND's six colors, four weights and six finishes. Just send your letterhead.

Maxwell Bond

*America's Favorite
Low-Cost Bond*

HOWARD PAPER MILLS, INC. • MAXWELL PAPER COMPANY DIVISION • FRANKLIN, OHIO



Course Completed at Stern

The group of foremen, supervisors and plant executive personnel of Edward Stern & Co., Philadelphia printing and lithographing concern, are shown above at a luncheon at the Down Town Club as guests of Maurice Segal, president of the concern. The occasion marked the completion of a lecture-study course of the Foreman's Management Program sponsored by the L.T.F. and the P.I.A. by these groups. The program originally was given by two labor relations experts to selected members of the Philadelphia graphic arts industry. Edward Stern & Co., one of the original members of the course, relayed the information to its entire executive and supervisory staff.

The course is broken down into three divisions, it was explained. The first consists of five sessions dealing with job relations and how to prevent problems from arising. Other lectures are devoted to handling problems that arise. The second division deals with job instruction and consists of three lectures. The third division of two sessions treats job methods — how to get the most out of men, materials and machines. The course is not intended to provide any specific answers to every-day production problems, but to instruct personnel in finding the one best method of handling problems by a definite pattern of thinking and analyzing.

Seek to Establish Philadelphia Lithographic School

PHILADELPHIA, the third largest center of lithographic printing in the United States, is completely lacking in educational facilities in that field in the city's public vocational-training schools, according to Thomas H. McCabe, Jr., public relations director of Printing Industries of Philadelphia, Inc.

Under his leadership, a group of printing executives, including representatives of some of the large Philadelphia lithographic firms, is petitioning the Board of Education to do something about teaching lithography. This group is asking specifically for the installation of offset units in the printing department of the Murrell Dobbins Vocational-Technical School.

Add B. Anderson, of the School Board, said that the matter will be reviewed for possible inclusion in the school budget for 1952.

"The subject should be of vital concern to every printing firm in this area," Mr. McCabe told *Modern Lithography*. "Here, in the third largest center of offset in the United States, there is not one single piece of

lithographic equipment in the vocational training program of the public school system.

"The young man who desires to enter the graphic arts industry in Philadelphia can enroll in the printing classes at Murrell Dobbins Vocational-Technical School and receive excellent instruction in hand composition, machine typesetting (including training on both Linotype and Monotype equipment) and letterpress training on platen, job automatic and cylinder presses.

"These printing classes at Murrell Dobbins are very popular and the graduates of the school are quickly absorbed by local firms. There has been, however, a steadily growing demand for training in the lithographic field and each passing year brings more and more requests for instruction on offset presses, cameras and platemaking equipment."

Emil Mueller, of Edward Stern & Co., chairman of PIP's Educational and Trade School Committee has helped the school get additional equipment and has urged evening courses

of study. Raymond Blattenberger, also of Edward Stern & Co., led a campaign which resulted in the establishment of the annual PIP Scholarship to Carnegie Institute of Technology at Pittsburgh, Pa.

PIP called a meeting of a number of lithographic printers to discuss plans for requesting that an offset printing department be added to the existing Murrell Dobbins facilities.

"Investigation revealed that the high cost of new equipment would necessarily limit the size of the original installation but that the local industry should immediately request that the Philadelphia School Board appropriate \$30,000 to be used for installing a two press unit including a camera and plate making equipment in the Murrell Dobbins building", Mr. McCabe said.

"Statistics prove the desperate need of this equipment in the Philadelphia area. For example between the years 1939 and 1947 the number of lithographic establishments in Philadelphia increased over 90%, and the number of production workers jumped over 52%.

In order to show how much space would be needed, a PIP committee presented to the School Board the layout of a proposed offset training department based on the actual dimensions of available room in the Murrell Dobbins building.

Estimates of the cost of all proposed equipment were obtained from leading suppliers and equipment manufacturers. The equipment recommended by the committee includes:

- 1 Harris 122A Offset Press
17" x 22".
- 1 ATF Chief Offset Press
17" x 22".
- 1 ATF Process Camera Model
170 14" x 17".

Complete platemaking department including plate whirler, vacuum frame arc lamp, layout tables, etc.

Complete darkroom layout, including developing troughs, lights and other supplies and chemicals.

This proposal, Mr. McCabe, said, would enable the school to train a day

class of 12 to 15 students in offset press work as well as a day class of 12 to 15 students in the camera and platemaking department.

"In addition to the day classes," he added, "the offset printing department would be available to students who are working in the printing field and who desire to attend evening school classes in offset lithography.

Another problem would be to get qualified instructors and the PIP committee said that the complete

facilities of PIP and its employment service department would be utilized to obtain men to handle the instruction of the proposed classes. In fact, Mr. McCabe stated that the association's employment bureau had two qualified instructors on file who were available for immediate use by the school.

William H. Jensen, of Dando-Schaff Printing & Publishing Co., and chairman of the PIP committee seeking lithographic educational facilities,

said that his group will again appeal to the School Board in September.

"Philadelphia must have this equipment in Murrell Dobbins," he said, "and all lithographic printers in our city will await with interest to hear what the School Board intends to do when our request is placed before them for inclusion in the 1952 budget. After all, we are asking for only \$30,000, which is less than 10% of the amount of new equipment purchased every year by our public schools."

In addition to Mr. Jensen, the other members of the Lithographic Equipment Committee include:

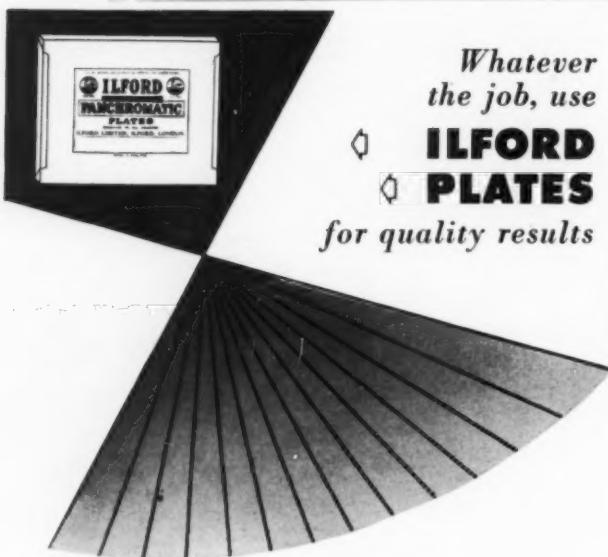
J. Wallace Scott, Jr., of Allen, Lane & Scott and president of Printing Industries of Philadelphia; Paul J. Hochhaus, Penn Lithographic Co., and president of the Lithographic Association of Philadelphia; Emil Mueller of Edward Stern & Co.; C. A. Schaubel, of Dunlap Printing Co. and treasurer of PIP; William T. Innes, of Innes and Sons; George L. L. McGinley, of Ketterlinus Lithographic Manufacturing Co.; Clayton S. Taylor, Brownell Photo Lithographic Co.; George E. Hess of the Franklin Printing Co.; and Mr. McCabe.

• Tribble Heads Lanston Co.

George E. Tribble was elected president of Lanston Monotype Machine Co., Philadelphia, and Clyde H. Throckmorton was named secretary, the firm announced last month. Mr. Tribble, who is also president of Security Banknote Co., succeeds Joseph F. Costello as head of Lanston Monotype. Mr. Costello remains as a consultant. Directors named are: Norman B. Frost, Murray McConnel, Vernon F. Taylor, and William H. Walling. S. W. Muldowney was re-elected chairman of the board.

• New McCandlish Calendar

McCandlish Lithograph Corp., Philadelphia, last month issued its annual mid-year calendar, running through June, 1952. The calendar features a full color lithographed reproduction of the painting "Days of Sail", by Gordon Grant.



NORMAN-WILLETS . . .

... has been the first source for over 30 years for quality photographic materials . . . and ILFORD PANCHROMATIC DRY PLATES are tops in quality.

ILFORD PLATES fully meet all the exacting requirements of the color process plate maker. Whether the process used be "direct" or "indirect," ILFORD PLATES produce satisfactory and economical results. They are the product of unceasing and painstaking research by experts in the field of color reproduction and are the acknowledged standard in use by leading color plate makers. ILFORD'S quality and uniformity eliminates excessive "hand work" on the finished job. ON YOUR NEXT JOB TRY ILFORD PLATES.

NORMAN-WILLETS GRAPHIC SUPPLY CO.

326 WEST WASHINGTON STREET - CHICAGO 6, ILLINOIS
TELEPHONE RANDOLPH 6-8388

First Source for over 30 Years

FOR QUALITY PHOTO EQUIPMENT AND SUPPLIES

Knellwolf in Accident

John Knellwolf, Alpha Litho Co., Camden, N. J., was in a highway accident recently while returning from Florida. In North Carolina his car was struck by a motorcycle, killing two men on the motorcycle. No one in the Knellwolf party was seriously hurt.

•

Mullan Corp. Moves

Mullan Corp., Philadelphia, recently moved its operations from 2218 Vine St. to larger quarters at 35th and Fairmount Ave., Edward P. Mullan, owner, reported.

•

Plan Screen Process Exhibit

The annual convention of the Screen Process Printing Association, International, will be held at the Bellevue-Stratford Hotel, Philadelphia, Pa., October 21-24.

According to Joseph E. Podgor, chairman of the convention committee, the theme of the meeting will be "See The Presses Run." To carry it out, a complete section of the convention floor space has been set aside for the demonstration of mechanical equipment.

•

Display Man Joins Publicker

Alfred B. Hailpary, formerly associated with the Einson-Freeman Co., and the Niagara Lithograph Co., has been appointed national sales promotion manager of Publicker Industries, Inc., Philadelphia, and its liquor subsidiaries, Continental Distilling Corp., Kinsey Distilling Corp. and W. A. Haller Corp. He is a cousin of Albert Hailpary, president of Einson-Freeman Co., Long Island City, N. Y.

•

Stiteler Heads Phila. Suppliers

George Stiteler, Ideal Roller & Mfg. Co., was elected president of the newly formed Philadelphia Printing Supplymen's Guild last month. Mr. Stiteler had served as chairman of the group which has been promoting the new group for several months. Alfred T. Snowden, D. L. Ward Co., is vice president; William E. Lichfield, *Graphic Arts Review*, is

secretary; and Victor J. Burger, Jr., Potomac Electrotypes Co., is treasurer.

An executive committee includes Edmund W. Buckley, Peerless Engraving Co.; Edgar E. Wikoff, Sinclair & Valentine Co.; Charles A. Mills, Miehle Printing Press & Mfg. Co.; Robert B. Harrison, Bingham Bros. Co.; and Eugene H. Davis, International Printing Ink.

Meetings are planned for every other month.

Edgar L. Wagoner Dies

Edgar L. Wagoner, 53, sales and engineering representative of the Mergenthaler Linotype Co., Brooklyn, died June 12 following a series of operations. Mr. Wagoner had been active in many trade affairs and was a past president of the New York Printers Supply Salesmen's Guild. He also was a member of the board of governors of the Craftsmen's Club. His wife, two sons and a daughter survive.

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William Le Gore Dies

William (Bill) Le Gore, 54, manager of the Los Angeles branch of the Reuben H. Donnelly Corp., died recently. He had been associated with the firm for 23 years, and had been Los Angeles manager since 1935. He has been succeeded by S. L. Pomeroy.

Honors Past Presidents

The June meeting of the Los Angeles PIA, consisted of a graduation program in which framed certifi-

cates of appreciation were presented to all living past presidents of the association since 1937. The presentation of the certificates to the six past presidents in attendance was made by Phil Ellsworth of the Charles R. Hadley Co., current head of the organization. Certificates were presented to Clayton L. Shaw (1942-43), H. Lewis Haynes (1946), Paul M. Walker, (1946-47), Eugene Baron (1947-49), Barry Wood, (1949-50), Hale H. Luff (1950-51).

Jack Davis of Commonwealth Press conducted an estimating forum, with George Peterson of Jeffries Banknote Co., Carl G. Niemack, Graphic Press; Lew Williams, Stationers Corp., and Frank Emery, Emery Press, as speakers.

New S. Calif. Officers

Stacey J. Hauge, North Hollywood printer and lithographer, has been installed as president of the San Fernando Valley Club of Printing House Craftsmen. Other new officers are Art Griffin, of Griffin-Patterson, Glendale, first vice president; Jack T. Elliott, Elliott Printing Co., North Hollywood, second vice president; Roy Merget, of Merget Bros., Glendale, treasurer, and Frank Wright, recording secretary. The board of directors is composed of Carl Schultz, Bob Eaton, Clyde Eddo, Milt Dorsey, and Pete Fry.

Heads Orange Co. Club

Lloyd Ross has been elected president of the Orange County Club of Printing House Craftsmen, with Leonard Schwacofer as vice president and Morton Crosby as secretary. On the board of directors are Harry Sachiner and Cliff Peale.

AFL to Represent Lithographers

Lithographers of Fibreboard Products, Inc., Portland and Stockton, California have decided to be represented jointly in collective bargaining by the AFL Brotherhood of Paper Makers and the International Brotherhood of Pulp, Sulphite and Paper Mill Workers. The lithographers turned down a bid of the CIO Amalgamated Lithographers of America to represent them.

Wins ATF Honors

Newest member of the ATF Honor Club is Paul Sheldon, Los Angeles ATF salesman, who won election to the select group for placing as one of the nine top ATF salesmen in the country. He won a trip to Havana, Cuba. John T. Porter, also of the Los Angeles ATF office, has been transferred to the San Francisco sales office. He was in promotional work in the Los Angeles office.

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Buckbee Mears Appoints



Rudolph Lehmicke (above) has been named superintendent of the Graphic Arts Div., Buckbee Mears Co., St. Paul, Minn., the company announced last month through its president, Charles E. Buckbee. Mr. Lehmicke joined the firm in 1935, and most recently was assistant to the general manager.

R. O. Vandercook Passes

Robert O. Vandercook, 85, of Evanston, Ill., died recently of pneumonia after a prolonged illness. Mr. Vandercook was founder of Vandercook & Sons, Inc., proof press manufacturers of Chicago, and was in the graphic arts industry for over a half century. Previous to this, he was engaged in the newspaper field and founded the *Evanston Press*. Surviving are his wife Lue, a daughter Frances, and three sons, Edward O., David D. and Fred R.

Carl L. Elander Dies

Carl L. Elander, 46, a member of the firm of Elander Printing Co., Minneapolis, died recently. Mr. Elander was stricken with a heart attack while playing golf on the Theodore Wirth course in Minneapolis.

Saves Old Decals

Rembrandt Decalcomania Co., Chicago, has announced a process for "reclaiming" decals which have become warped, cracked or faded in storage. Developed in the company's research laboratories, the method is being offered as a means for saving the original investment plus the cost of new decals.

IPI Winners Announced

International Printing Ink, New York, recently announced the prize winners in the 1950-51 Certificate Design Competition. The award winners were announced by Fred J. Hartman, educational director of the International Graphic Arts Education Association, which sponsors the contest in connection with IPI.

The \$250 first prize was won by Lewis Sagerman, a high school senior of Canton, Ohio. The second prize was awarded to Alfred J. Kaib of Baltimore, Md.

Two-Color Press Installed

A new Harris 35" x 45" two-color offset press has been installed at the Colwell Press, Inc., Minneapolis.

Clarke to VP of Philo



John F. Clarke was appointed vice president of the L. H. Philo Corp., New York, lithographers and engravers, it was recently announced by Thomas S. Doyle, Jr., president. Mr. Clarke has been associated with the lithographic trade for about 25 years.

250 Are Graduated from Chicago Litho Institute

THE Chicago Lithographic Institute is a living testimonial to a brand of courage, faith and cooperation seldom witnessed in industry, B. E. Callahan, head of Inland Lithograph Co., Chicago, said in a commencement address to that school's graduating class June 7. Speaking as president of the Institute's board, Mr. Callahan said owners of both open and union shops, together with Local 4, Amalgamated Lithographers of America, have worked together to provide planned training of the highest order, for all young men who apprentice for craftsmanship in the lithographic industry.

"It takes courage," he declared, "to merge such a wide divergence of opinion into a unit of effective cooperative action."

Mr. Callahan reminded the 250 graduates that the demand for lithographed products is great and constantly increasing; that increased sales require more employees throughout the industry; and that their opportunity is unsurpassed, because of shortage of skilled craftsmen. He referred, also, to the advantages of short working hours, and health, welfare and pension plans prevalent in the industry.

Lithographing, he continued, is creative and constructive, exposes its members to the fine arts and science, thus offering a medium of self-expression. Pay rates are uniformly high and there is opportunity for investment or for small business ownership. He appealed to the graduates to be good employees who will be highly regarded by their employers because they do their best to assist their companies in every way possible. All things worth while, he said, are bought at the price of hard work, persistence, honesty and faith.

A total of 275 certificates, the same number as given last year, were presented to the class of 250 men, the apparent surplus being explained by the fact that some of the students completed more than one course.

A short June shower forced serving of the buffet dinner under cover, for the first time in the history of Glessner House graduations. When, however, the rain ceased, chairs were carried to the garden courtyard for the commencement program. General Manager Wm. O. Morgan spoke briefly in farewell to the class, then introduced officers and members of the board. Following Mr. Callahan's address, diplomas were presented.

Donnelley Offsets a Rembrandt

A portrait, "Artist's Son Titus", by Rembrandt, was reproduced recently by R. R. Donnelley & Sons Co., Chicago, and distributed to customers and prospects as an example of the company's Deep-tone offset process. The portrait reproduction is 10 x 13 $\frac{3}{4}$ " in size, and is reproduced in a folder 15 x 20" on heavy stock.

Stolmaker Joins Techni-Craft

Paul T. Stolmaker, formerly production manager of Arthur Rosenberg Co., advertising, has been elected secretary-treasurer, Techni-Craft Printing Corporation, New York lithographing firm.

A. S. Johnston Dies

A. S. (Sully) Johnston, vice-president of Sinclair and Valentine Co., New York died recently in New Orleans. Mr. Johnston traveled widely throughout the United States and Mexico and specialized in inks for the packaging field.



Miehle Honors McWilliams

Carlton Mellick, (right) vice president in charge of sales, congratulates William J. McWilliams upon the completion of 40 years of service with the Miehle Printing Press & Mfg. Co. At a special luncheon Mr. McWilliams was honored by 17 longtime Miehle associates representing 354 years of service. Mr. McWilliams started with the company in 1911 as an office boy, and in recent years has represented Miehle in the Chicago loop area. Mr. McWilliams has long taken an active interest in graphic arts affairs as a member of the Craftsmen's Club and served as president of the Chicago Supplymen's Guild during the past year.

Lawson Appoints Salesman

Appointment of Charles A. Beachler to their midwest sales organization was announced last month by D. W. Schukind, president of E. P. Lawson Co., New York. Mr. Beachler works out of the Chicago office at 628 South Dearborn St. and covers the states of West Virginia, Ohio, Indiana, Kentucky and Illinois.

Cole Heads N. Y. Palsy Drive

Ralph D. Cole, president of Consolidated Lithographing Corp., Brooklyn, N. Y. served as chairman of the New York Graphic Arts Committee of the 1951 Cerebral Palsy campaign, which was held during June.

Forms N. Y. Firm

Edson Litho Co., 424 Broome St., New York, recently was organized by Edward L. Rubinsky and his son, Herbert, both formerly with Edwards Press, New York.

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LITHO CLUB

Cincinnati Elects

Top: New officers of the Cincinnati Litho Club were elected at an annual Ohio River boatride meeting on the evening of June 9. They are, left to right: treasurer, D. G. Flanagan, Korb Lithographing Co.; president, Russell Smith, Tri-State Offset Co.; vice president, Richard Fisher, Cincinnati Lithographing Co., and secretary Harold Knippenberg, Advance Decalcomania Co. Lower: Officers and members of the board of governors of the Cincinnati Litho Club, are, front row, left to right: D. G. Flanagan, Korb Lithographing Co.; Richard Fisher, Cincinnati Lithographing Co., Russell Smith, Tri-State Offset Co., and Harold Knippenberg, Advance Decalcomania Co., officers. Standing, left to right, are governors Jack Loo, Offset Plate Graining Co.; Larry Dougherty, Tri-State Lithographers, Inc.; Ted Williams, Progress Lithographing Co.; Norman Thye, Palm Brothers Decalcomania Co., and John Rogers, Stevenson Photo Color Separation Co. Loo and Williams are new board members, and Frank Petersen of Nielsen Lithographing Co., the retiring president, also is a board member, but is not shown as he took the photograph. The boatride attracted more than 90, including members, their wives and guests. A perfect night, combined with an elaborate buffet supper, dancing and



cards to make it one of the most enjoyable of these annual affairs. Members were handed ballots as they came aboard, and the results were announced by Frank Petersen, retiring president, during a brief business session later in the evening. President-elect Russell Smith drew a round of applause when he praised the efforts of Mr. Petersen during the last year, and promised a continuance of the club's active program for the coming year.

Montreal Club Formed

A new Litho Club at Montreal has been organized in recent months, and its next meeting is planned for this fall. Dave Riddell, Montreal Lithograph Co., is president, and James O'Connor, Bennalack Press, is vice president. This is the second Litho Club to be formed in Canada. The other, Ontario Litho Club, has been in existence several years, with headquarters in Toronto.

Ontario Club Golfs

The Ontario Litho Club held its annual golf outing June 25 at Lake-

view Golf Club, Gavin Clarke, president, reported. Mr. Clark was a visitor at the June convention of the Lithographers National Assn. in Spring Lake, N. J.

Rochester Club Re-Elects

Harold Rechin, Rochester Litho Co., was re-elected president of the Rochester Litho Club at its annual meeting June 12. Other officers returned to their posts for another year were Carl Goerling, Rochester Folding Box, vice president; Carl Biggers, Rochester Litho Plate Co., secretary; and Joe Kremer, Strecher-Traung

Litho Corp., treasurer. The annual meeting, combined with a smorgasbord dinner at the German Club, was the final event of the club until fall.

On June 8 the club held a golf party and dinner at the Ridgemont Country Club. It was a stag affair, and numerous prizes were awarded. Al Eisenbraun was chairman.

Twin City Litho Club Meets

Twin City Litho Club held its May meeting in the Criterion Cafe, St. Paul. Approximately 75 persons attended to hear Michael H. Bruno, research manager of the Lithographic Technical Foundation speak on "What's New in Lithography." Also, Jack Hodes, Offset Service Co., Minneapolis, gave a report of the NALC convention in Cleveland.

The next meeting was scheduled to be held on June 28 in Minneapolis, at which time a representative of the Intertype Corp., Brooklyn, was to speak on "New Horizons for the Modern Printer."

The July 26th meeting, to be held at the Criterion, St. Paul, was to feature "Air Conditioning," with J. R. Lewis of Walton Laboratories.

The ATF Hadego photo-composition machine will be the subject at the August 26 meeting, with Fred Hacker of ATF scheduled as speaker. This meeting is to be at the Covered Wagon, Minneapolis.

300 at Phila. Outing

Over 300 persons attended the annual outing of the Litho Club of Philadelphia, at Langhorne Country Club, Joe Hickey, club president reported. The weather cooperated for a perfect day for the various outdoor events. About 100 men played golf, numerous prizes were awarded for golf, quoits, putting contests and other events. Numerous door prizes also were awarded.

Pete Coia, Zabel Brothers Co., was chairman of the affair.

The outing was the last affair of the club until September, when monthly meetings will be resumed.

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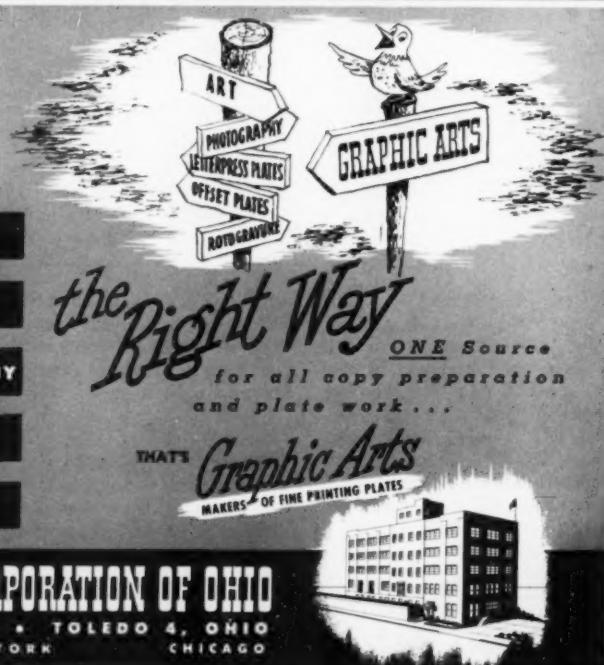
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No Litho Summer Meetings

The Milwaukee Litho Club has announced that it will not hold meetings during July and August. The next meeting will be held during September when a representative of the Dayton Rubber Co., Dayton, Ohio, will give a talk on offset rubber blankets and fountain agitators.

Cleveland Club Picnics

The annual stag picnic of the Cleveland Litho Club was held on June 9th, at the Olympic Outing Club in Vermilion, Ohio. The club is owned by Andy Leber, of the Old Time Cleveland Lithographers, and an Honorary Member of the Cleveland Club.

The day got off to a poor start, due to a heavy rain the night before. Although it had cleared up, the grounds were quite damp and slowed up the sports events considerably.

The ball game between the lithographers, very ably captained by John Braun; and the suppliers, captained by ink man, John Horstemeier, bogged down in the seventh inning at a 2 to 2 tie. Sol D'Alessandro was umpire.

Some of the golfers were heard to say they could have played much better if they had thought to bring along their ears . . . And as for the tug of war, well — how can you tug when the ground won't stay put? Too Muddy! The horseshoe pitchers finally gave up after a few tries. No fun prospecting for the shoes before you can throw again. The only casualty of the day occurred during the egg throwing contest when Henry Prokupek was hit.

The day was ended with a fish dinner, and the usual group singing.

255 at N. Y. Outing

The annual outing of the Litho Club of New York, held June 2 under threatening skies which later gave way to sunshine, drew 255 members and guests. It was held at Schmidt's Farm, Scarsdale, N. Y., and featured a noon breakfast and lobster dinner.

In the feature ball game the sup-

Heads

Boston Club

Jerry Ferragamo (right) art director, Boston Offset Co., is the new president of the Boston Litho Club. Last year he served as vice president.



pliers beat the lithographers by one run, reflecting the return of a sellers' market. Art Sharples, Terminal Litho Co., won the chipping contest and Kurt Rollbrush, Offset Engravers Assoc., was second. The 100 yard dash was won by Gary Ferrano, and Bill Shipman was second. Both are with Barton Press. Ronny Hilman, Barton Press, won the softball throwing contest with Haig Zodian, also Barton Press, in second place.

Michael Annick, Rutherford Machinery Div., was general chairman of the outing.

Omaha Litho Club Meets

Omaha Litho Club held its monthly meeting June 21 at the Legion Club, Omaha. Approximately 40 people attended the meeting at which Dwight West, Bozell & Jones, Inc., Omaha, spoke on layout in relation to lithography.

The next meeting was to be held July 19, at which time the lithographic Technical Foundation's audio visual on lithographic inks was to be shown. Two representatives of ink companies were to be present.

Kerrigan Honored

James J. Kerrigan, president of Merck & Co., Rahway, N. J., was the recipient of an honorary degree of doctor of laws from National University of Ireland conferred July 12. The degree was awarded at a special ceremony at the university in Dublin, Ireland, and was attended by Mrs. Kerrigan and their children. Mr. Kerrigan has been associated with Merck for the past 44 years, becoming president several years ago, during which time the company became one of the world's leading producers of chemicals.

LITHO CLUB GUIDE

BALTIMORE

J. T. Kesting, Secy.
Bingham Bros. Co.
125 Calvert St., Baltimore 2, Md.
Meets 3rd Monday, Park Plaza.

BOSTON

Domenic Bonanno, Secy.
Boston Offset Co.
166 Terence St.
Roxbury 20, Mass.

CHICAGO

Michael H. Bruno, Secy.
Lithographic Technical Foundation
1800 S. Prairie Ave., Chicago 16

CINCINNATI

Harold Kippenberg, Secy.
Advance Decalcomania Co.
Cincinnati

CLEVELAND

Sol D'Alessandro Secy.
Horn & Morris, Inc.
2729 Prospect Ave., Cleveland

CONNECTICUT VALLEY

C. J. Vandermark, Secy.
Vandermark Co.
133 Laurel St.
Hartford, Conn.

DALLAS

Lionel Burnham, Secy.
Beddoe Printing Co.
Dallas, Tex.

DAYTON

Edward Bode, Secy.
504 Marjorie Ave.
Dayton 4, Ohio

DETROIT

Erwin Stoezler, Secy.
Walter Litho & Letter Service
66 E. Forest, Detroit 1, Mich.
Meets 2nd Thurs. at Carl's Chop House.

MILWAUKEE

Steven F. Karabash, Secy.
2421 N. 45 St.
Milwaukee 10, Wis.
Meets 4th Tuesday at the Miller Inn.

MONTREAL

Dave Riddell, president
Montreal Litho. Co., Montreal, Canada

NEW YORK

Hammond Sullivan, Secy.
1065 Lorraine Ave.
Union, N. J.
Meets 4th Wednesday, Building Trade Club

OMAHA

Roy Ogleby, Secy.
4515 N. 37th St., Omaha 11, Neb.

ONTARIO

V. B. Black, Secy.
Canadian Fine Color Co.
Legan Ave., Toronto, Ont., Canada

PHILADELPHIA

Joseph Winterburg, Secy.
622 Race Street,
Philadelphia 6.
Meets 4th Monday, Poor Richard Club.

ROCHESTER

Carl Bigner, Secy.
Rochester Offset Plate Corp.
89 Allen St., Rochester.

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Fred Francis, Secy.
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Washington, D. C.
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EQUIPMENT SUPPLIES, SERVICES, BULLETINS

New Ansco Color Film

Ansco, Binghamton, N. Y., last month announced a new color negative material, Plenacolor, for amateur cameras. It is available on a limited basis for 120 and 620 sizes of roll film. First availability, as of June 18th, was from the Ansco district office in Dallas, Texas, covering Texas, New Mexico, Louisiana, parts of Arkansas, Mississippi and Kansas. Additional regions were to be added later.

The reason for the regional distribution set-up is to assure users of Ansco Plenacolor of adequate supply and prompt service, and to permit gradual stepping up of manufacturing and processing facilities.

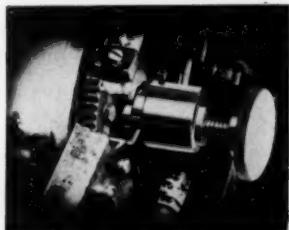
Developing and federal excise tax are included in the purchase price of \$1.45 per roll. Individual standard-size prints from the developed color negative are 36¢ and can be ordered from photographic dealers. All pictures are enlarged to standard print size, with the length of the negative determining the length of the picture.

Simple box and folding cameras automatically give proper exposures for subjects taken in full sunlight, Ansco said.

Little Giant Returns Home

Upon completion of a 26,000 mile demonstration run through southern and western states, the Little Giant Exhibitruck of American Type Founders, recently returned to the home office in Elizabeth, N. J.

Departing from stereotyped selling methods, ATF started the Exhibitruck on the road last year to demonstrate its Little Giant letterpress unit to printers right at their doorsteps.



Aids Multilith Register

The time required for registering color work on Series 1200 and 1250 Multiliths is said to be reduced by a new "Micro-Register" plate positioning wrench which has been placed on the market by Litho Engineering & Research, 3237 Eastlake Ave., Seattle 2, Wash.

Designed to replace the usual "T" wrench, the "Micro-Register" is permanently attached, by means of a set-screw, in the opening in the frame of the press for the cylinder lock-bolt. According to the manufacturer, the new wrench simplifies making forward and backward adjustments of the plate cylinder, as it holds the cylinder positively.

Plan Large 3M Plate

Minnesota Mining & Mfg. Co., St. Paul, Minn., expects to have a new offset press plate available in sizes suitable for commercial offset presses some time in 1952, a company spokesman said last month in Chicago, where the company's printing accessories were displayed at the mechanical conference of the American Newspaper Publishers Association. The pre-sensitized offset plate of aluminum alloy is now being used in small sizes suitable for Multilith and Davidson presses, he said. When more experience has been gained, it is expected, he stated, that production will begin of plates for 17 x 22 and larger offset presses.

New NAPL Cost Book

A revised edition of the Blue Book of budgeted hourly cost rates was issued June 15 by the National Assn. of Photo-Lithographers, 317 West 45 St., New York 19, N. Y. The hourly rates are set up in detail for various lithographic cost centers, based on the complements of help and wage scales in the metropolitan New York union contract. The figures may be adjusted to other contract conditions.

The book includes data on web offset presses for the first time. It also includes hourly costs on a one and two shift basis, as well as comparative figures on operation of two presses at straight time, time and one-half and double time.

The booklet is 8½ x 11" in size, contains 36 pages, and is punched for a ring binder.

It was prepared by Frank R. Turner, Jr., NAPL cost accountant, and Walter E. Soderstrom, NAPL executive vice president. Copies were distributed to association members, and are available to non-member companies for \$10.

The NAPL also offers to prepare budgeted hourly costs for individual plants, tailored to the local rates. Information on this service is available from the association, Mr. Soderstrom said.

House Organ Offered

A monthly house publication, published for graphic arts concerns, is being offered by "The Advertiser's Almanac, 251 Post St., San Francisco 8. It is a two-color job, and can be furnished as reproduction proofs for firms wishing to produce it by offset. Franchise is limited to one concern in each marketing area.

Signs of the times!

How many of these symbols can you identify?

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2. T	b. Trapezoid
3. ♀	c. Natural
4. §	d. Scorpio
5. +	e. Aries
6. B	f. Earth
7. :	g. Approaches
8. ⓧ	h. Section
9. ♂	i. Not less than
10. □	j. Mercury
11. ⚭	k. Scruple
12. ≈	l. Cross patte

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New ATF Type Face

Verona type (face 695) (shown above) is now available in the U. S. according to American Type Founders, Elizabeth, N. J. The face was introduced in England under the name Bologna and was renamed by ATF when that company took over its production for the U. S. market. It is cast in nine sizes up to 48 pt.

Verona is a modern adaptation of a manuscript style originated by the fifteenth century Italian Humanists. It is suitable for use on keepsakes, broadsides, mottoes and church printing, advertising display lines, title pages, brochures, announcements, stationery and publication headlines. The face will combine well with soft, informal types such as Garamond, Cloister, Nicolas Cochin, Goudy and Bernhard Modern, ATF says.

LTf Book on Graining

"The Standardization of Graining Procedures" is the title of the latest book to be issued by the Lithographic Technical Foundation, 131 East 39 St., New York 16. The book reports in detail on an investigation launched several years ago by LTF. Experiments were carried out on a tub graining machine so that results would have the widest possible application, the Foundation said.

The book tells how the graining procedure can now be controlled, LTF says, and demonstrates the effects of various factors on graining results. The book, one of a series, issued by LTF on all phases of the lithographic process is available for \$2.50, to non-members, and at a discount to LTF members.

Importing Ruling Machines

Amsterdam Continental Types and Graphic Equipment, 268 4th Ave., Graphic Equipment, Inc., 268 4th Ave., New York 10, is now importing the Will sheet fed ruling machine. The machine, according to the company, is small and compact and comes in single sider or double sider models, and will do both faint lining and strike ruling. The machine also will do slitting, perforating, grooving and design printing.

MODERN LITHOGRAPHY, July, 1951

Book on Photo Progress

"Progress in Photography" is the title of a book just issued in England. Edited by D. A. Spencer, past president of the Royal Photographic Society, the volume covers developments in all phases of photography from 1940 to 1950. The book contains 16 sections, with one devoted to "Recording Color", which discusses color techniques, and masking processes. Other sections cover such subjects as Photographic Equipment, Recording Documents, Recording Dimensions, Recording Invisible Radiation, The Camera as a Tool of Research, As an Industrial Tool, the Camera as Historian and Teacher, and the Business and Scope of Photography.

The book (464 pages) has ample diagrams and charts, and a wealth of references for supplemental study.

One of the four members of the editorial board is Lloyd E. Varden, Pavelle Color, Inc., New York. The other three are Europeans.

The book is available in the U. S. from Pitman Publishing Corp., 2 West 45 St., New York, at \$10.

Fisher Issues Brochure

A brochure illustrating the company's line of stainless steel temperature-controlled processing sinks, filters, and other photographic and related processing equipment, is now available from the Oscar Fisher Co., Inc., designers and manufacturers. The brochure features a four-color illustration of a Fisher sink in use at Brett Litho Co., Long Island City, N. Y.

The company recently moved from New York to new and larger quarters at 1000 N. Division St., Peekskill, N. Y.

Rust Leaflet Available

Henry P. Korn, New York has announced that a leaflet describing "Rust Lift #51" is now available. According to the leaflet, the material is viscous and will adhere to the iron or steel surface and give longer cleaning action in removing rust. It is available in a six ounce unit. Mr. Korn is located at 5 Beekman St., New York 38, N. Y.



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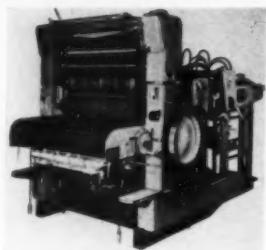
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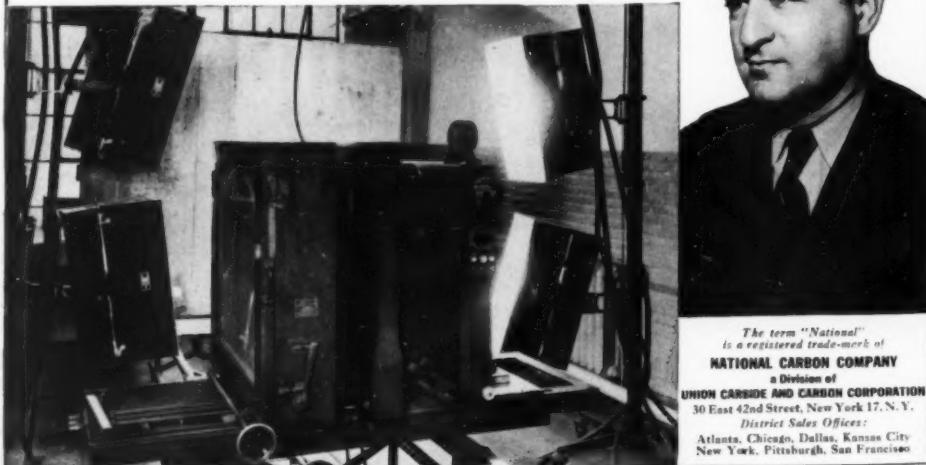
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New LNA Cost Manual

A new Cost Manual for lithographers was announced by the Lithographers National Assn. at its annual convention last month, and copies are now being distributed to member firms. Copies also are available to other companies for \$17.50, the association said.

An LNA spokesman described the book as follows:

It is a book of complete procedures in the establishment of accounting and cost systems for the lithograph plant. Every step, every form is explained and illustrated. All the forms and cost entries necessary to operate a plant for one month are contained in the book. Budget procedure is described and illustrated.

The manual demonstrates principles and procedures for a simple cost system. It is readily adapted by any lithographer to his own plant. Handwritten exhibits show all accounting steps, along with the descriptive explanation of each step.

The manual consists of two major parts; the first the setting up of a cost budget, and the second the coordination of the actual costs to the budget.

Physically, it is composed of 162 pages of copy and charts, plus an alphabetical index. Chapter index is provided by 9 tabbed dividers.

The exhibits show the method of preparing a budget, and all the work sheets that are used to accumulate the figures for the budget. The cost accounting section shows the posting of journals, general ledger, and the preparation of journal entries as well as the financial statements resulting from the entries.

Last and most important is the chapter that deals with the operating reports that are prepared to show the management and department heads the results of the month's departmental operating costs as compared to the budget.

It was prepared by Saul L. Blackman, treasurer, Brett Lithographing Co., New York; Lester E. Oswald, E. F. Schmidt Co., Milwaukee; Everett F. Bowden, asst. treas., Forbes Lithograph Mfg. Co., Boston; Ray M. Jacobson, controller, H. S. Crocker Co., San Bruno, Calif.; Harold E. Rowles, treasurer, Stecher-Traung Lithograph Corp., Rochester; Ralph F. Stephen, controller, The Meyercord Co., Chicago; Russell E. Welch, Secy. & controller, United States Printing & Litho. Co., Cincinnati; and Edward D. Morris, and Alfred C. Urffer, L. N. A.

New Litho Film

Direct Reproduction Corp., 811 Union St., Brooklyn 15, N. Y. has just announced a new litho film, call-

ed Direco Polished Litho. The company, specialists in all types of Vynilite and plastic sheets, states that the new product is mirror polished on both sides instead of having the conventional crackle or matte finish. The company says it will produce clearer transparencies; it has dimensional stability for perfect register, and it is non-breakable. The film comes in standard sizes and is packed 25 sheets to a box.

Offset-Letterpress Stock

A folder demonstrating Lusterkote Cover stock has just been distributed by the S. D. Warren Co., 89 Broad St., Boston. The cover paper may be printed by either letterpress or offset, and conventional, metallic or gloss inks may be used. The folder, an 8½ x 11" eight page piece, features black and white halftones reproduced by offset lithography and by letterpress. There are also two four-color reproductions, one offset and one letterpress.

The stock has a high gloss on one side, a lesser gloss on the other side, and comes in a variety of weights and sizes.

Copies of the folder are available from the Warren Company.

Harris Issues Calendar

The annual mid-year calendar of the Harris-Seybold Co., was issued last month, featuring another in the series of paintings by T. M. Cleland. The painting "Home-coming" portrays contemporary American life, with a soldier returning home. It is reproduced by offset lithography in full color, 24 x 16".

The Harris company also announced that the reproduction, with wider margins for framing, also is available in a limited supply. The company is located at 4510 E. 71 St., Cleveland 5, Ohio.

ATF Holds Open House

Open house in its New York branch offices was held during June by American Type Founders. The offices, at 555 Broadway, featured several Little Giant presses running for demonstration.

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Penrose Annual Issued

The 1951 edition of the Penrose Annual, big British graphic arts review, has just been distributed in the U. S. Again this year the book contains many examples of fine color printing, by all major processes.

Among technical articles touching on lithography are the following: Colour masking and tone correction in four-colour offset work, M. Hepher and J. Lee, Kodak, Ltd.; Co-ordinated production and research at Time, Inc., B. D. Chapman, Time, Inc., New York; The Time-Springdale scanner, Nathaniel Bishop, Time, Inc., New York; The Higonnet-Moyroud photographic type composing machine, W. W. Garth, Jr., G. A. Research Foundation, Cambridge, Mass.; The Fairchild Lithotype; Justwriter progress, Frank DeWitt, Commercial Controls Corp., Rochester, N. Y.; Photographic transmission densitometry, H. M. Cartwright, London School of Printing; British darkroom cameras, D. C. Gresham, McCorquodale & Co., Ltd.; Development of PVA plastic offset plates, Robert J. Lefebvre, GPO, Washington; Ekralith plastic litho plate, Walter Clark, Eastman Kodak Co., Rochester; Lithographic plates by xerography, L. E. Walkup, Battelle Memorial Institute, Columbus, O.; Offset duplication without dampers, C. H. VanDusen, Jr., Addressograph-Multigraph Corp.; and Aulgraph IPI.

Tri-metal lithographic plate, H. A. Idle, Ault & Wiborg Ltd.

Examples of work done by the Time-Springdale scanner and by the Tri-metal plate are shown. In the case of the scanner, a three-color print is shown, it is repeated with the black added, and the black plate is shown alone.

The volume, 8½ x 11", contains some 200 pages of material, much of it four-color work. It is edited by R. B. Fishenden, and is available in the U. S. from Pitman Publishing Corp., 2 W. 45 St., New York 19, for \$8.50.

Sears Ltd in New Location

Sears Limited, Toronto, Canada has announced that it moved to a new location on June 15. The manufacturers of machinery and equipment for the printing and allied trades are now located at 253 Spadina Road, Toronto.

Buffalo Club Elects

Albert C. Smith of the Superior Engraving Co. was elected president of the Buffalo Club of Printing House Craftsmen at the annual election and summer outing June 14th at Walker's Grove. Other new officers are: vice president, J. Stanley Clark, International Printing Ink; secretary, William Hodgson, Western Newspaper Union; and treasurer, Douglas W. McClive.

About 200 members and guests of the club attended the outing which featured a baseball game between printers and suppliers, a variety of other sports contests, a buffet and dinner.

TAGA Honors Murray

Alexander Murray, an Eastman Kodak Company research scientist, was named the outstanding person in the graphic arts industry for 1951, recently by the Technical Association of the Graphic Arts Industry. Mr. Murray is a senior research associate in the graphic arts section of the black-and-white photography department at Kodak Research Laboratories.

The award cited particularly his work on tone reproduction and dot etching problems.

Join Todd 25 Year Club

Thirty new members of the Todd Pioneers, 25-year-club of The Todd Company, were inducted at the organization's annual dinner at the Rochester Club, Rochester, N. Y., recently.

Of the 30 new members, 26 are employees of Todd's Rochester plant and office.

Add to Stecher-Traung Club

Eight new members were welcomed into the Silver and Gold Club of Stecher-Traung Lithograph Corporation at the organization's annual dinner recently in Rochester, N. Y.



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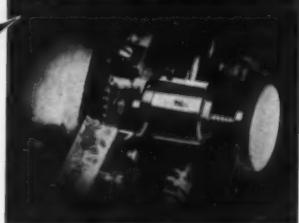
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Kelly in Korea Map Unit

Captain Nathan C. Kelly, on military leave from the Louis Roesch Co., San Francisco offset firm, a member of the ALA, Local 17, now practices his profession as commanding officer of the 62nd Engineer Topographic Co. in Korea. He was recalled to duty from inactive reserve status last October—and by November was in Korea.

A veteran of World War II when he served in Germany, Kelly had one son, Michael, 3, when he left San Francisco, but his wife gave birth to James Joseph in March.

The 62nd, reported to be the only company of its kind in the war zone, produces military maps.

CONVENTION

(Continued from Page 38)

wherever the extra work can be handled in commercial plants. In the 1951 fiscal year nearly \$11 million was spent for contract printing, and this figure is estimated at nearly \$13 for 1952, he said.

Last year, he said, his committee disapproved proposals for over 90 government plants, closed down over 20, and consolidated others to bring about savings. He claimed that in the last two years some \$15 million had been saved. As an example of a type of printing that cannot be handled in U. S. commercial plants, Mr. Harrison cited the leaflets used in psychological warfare in Korea. They usually are produced on the spot on a few hours' notice, based on information brought back by fliers, he said.

John J. Deviny, public printer of the U. S., discussed the government printing requirements from the standpoint of the Government Printing Office which he heads. The volume of business done in the 1951 fiscal year through the GPO reached an estimated peak of \$96 million, he reported. This figure topped the previous record year, 1945, by some \$16 million. The higher figure also reflects the increased cost of labor and materials, he pointed out.

Because the program was running behind schedule, Mr. Deviny departed from his prepared talk and spoke more briefly in general terms. (His prepared address is published in this issue, page 39)

Merrill M. Lord of the Printing and Publishing Div., National Production Authority, Dept. of Commerce, presented a concise and informative review of the current situation regarding supplies of paper, zinc, aluminum, chemicals and ink components. With the exception of light weight Bible papers and certain bond papers, the general supply situation on paper is reasonably bright, he indicated. As far as lithographers are concerned, zinc and aluminum plates will continue to be available in adequate quantities. Lithography in general, does not have as many problems of critical materials as have many other industries, he concluded. Mr. Lord, a newspaper publisher, is a business man serving in the NPA, and on the LNA program replaced Arthur R. Treanor, director of the Printing & Publishing Div., who was ill.

The Thursday morning session, the final one of the convention, was devoted to the annual business meeting, a report on labor relations and an inspirational talk. The question of carrying on the LNA's offset promotional plan for a second year was debated in the business session, and no immediate action was announced.

George A. Mattson, LNA director of industrial relations, gave a summary of labor negotiations and trends in the industry during the past 12 months. He cited three factors which have been dominant in the field of labor relations during the period: inflation and cost-of-living increases; government regulations; and the "surprising concept" that the piercing of wage ceilings seems to be a policy. In summarizing labor contract negotiations in 23 litho centers he said two general observations could be made: with few exceptions, contracts provided for wage increases only, without changes in hours or in welfare provisions; and, the range

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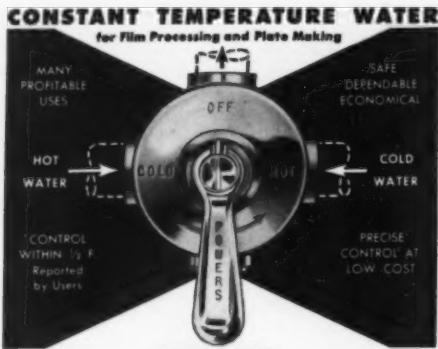
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of increases from $7\frac{1}{2}\%$ to $16\frac{1}{2}\%$ per hour—averaging from 7.5 to 10 percent.

Dr. Paul Austin Wolfe, rector of the Brick Presbyterian Church, New York, discussing "Spiritual Values Requisite to America's World Leadership," declared that the country and people need a new standard of honesty. The real trouble isn't economic, he stressed, but "we have lost our grip on the moral and spiritual truths of life." You couldn't have the present hodge-podge of government in Washington, and the standards they have, unless the American people put them there election after election, he said, thus emphasizing that the moral emptiness applies to nearly everybody. The moral standard today is "whatever makes me happy must be good," he declared, and added that there is a wide divergence of opinion on what makes one happy. The need is to get back to the basic truths of right and wrong and reestablish the standards on that basis, Dr. Wolfe urged. The policy now, he said, is that there is no such thing as evil.

Again this year the social events on the convention program, which formerly were sponsored by individual supply firms, instead were jointly sponsored by 53 companies. Cocktail hours were held Tuesday, Wednesday and Thursday evenings, and on Tuesday a buffet dinner also was included. These were held at the Essex and Sussex Hotel. The com-

mittee in charge was headed by William J. Hogan, Miehle Printing Press & Mfg. Co., as chairman, and members were Harry A. Porter, Harris-Seybold Co.; W. F. Cornell, International Printing Ink; and A. J. Math, Sinclair & Valentine Co.

The following firms contributed to the several social functions put on by the Suppliers Social Activities Committee:

American Printing Ink Co., Chicago, Ill.
American Roller Co., Chicago, Ill.
American Type Founders, Inc., Elizabeth, N.J.
The California Ink Co. Inc.,
San Francisco, Calif.
The Champion Paper & Fibre Co.,
Hamilton, Ohio
Chicago Litho Plate Graining Co., Inc.,
Chicago, Ill.
Cline Electric Manufacturing Co., Chicago, Ill.
Crescent Ink & Color Co. of Pa.,
Philadelphia, Pa.
Dexter Folder Co., Pearl River, N.Y.
G. C. Dom. Supply Co., Cincinnati, Ohio
Electric Beat Co., Printing Machinery
Division, Groton, Conn.
Fuchs & Lang Mfg. Co., New York, N.Y.
Gaetjens, Berger & Wirth, Inc., Brooklyn, N.Y.
William Gegenheimer, Brooklyn, N.Y.
General Printing Ink Co., Pacific Coast Div.,
San Francisco, Calif.
Gilbert Paper Company, Menasha, Wis.
Godfrey Roller Co., Philadelphia, Pa.
Graphic Arts Corporation of Ohio, Toledo, Ohio
A. E. Handley Co., Chicago, Ill.
Harris-Seybold Co., Cleveland, Ohio
Heilmuth Printing Ink Corp., Chicago, Ill.
R. Hoe & Co., Inc., New York, N.Y.
Kimberly Clark Corp., Neenah, Wis.
Kohl & Madden Printing Ink Co. Inc.,
Chicago, Ill.
George LaMonte & Son, Nutley, N.J.
E. P. Lawson Co., Inc., New York, N.Y.
Howard Flint Ink Co., Detroit, Mich.
Ideal Roller & Mfg. Co., Chicago, Ill.
International Printing Ink, New York, N.Y.
Fred'k H. Levey Co. Inc., New York, N.Y.
Litho Chemical & Supply Co. Inc., Lynbrook,
Long Island, N.Y.
Macbeth Arc Lamp Co., Philadelphia, Pa.

O. J. Maigne Co., New York, N.Y.
Mason-Moore-Tracy, Inc., New York, N.Y.
Miehle Printing Press & Mfg. Co.,
Chicago, Ill.

Modern Lithography, New York, N.Y.
The National Lithographer, New York, N.Y.
Nygren-Dahly Co., Chicago, Ill.
Offset Engravers Associates, Inc.,
New York, N.Y.

Harold M. Pitman Co., North Bergen, N.J.
Rapid Roller Co., Chicago, Ill.
Rathbun & Bird Co., New York, N.Y.

Lewis Roberts, Inc., Newark, N.J.
Roberts & Porter, Inc., Chicago, Ill.

Rutherford Machinery Co., New York, N.Y.
Sinclair & Carroll, Inc., New York, N.Y.
Sinclair & Valentine Co., New York, N.Y.

Sleight Metallic Ink Co., Chicago, Ill.
Stevenson Photo Color Separation Co.,
Cincinnati, Ohio

George R. Swart & Son, New York, N.Y.
Sigmund Ullman Co., New York & Chicago, Ill.
West Virginia Pulp & Paper Co.,
New York, N.Y.

Zarklin Machine Co., Inc., L. Island City, N.Y.

The annual banquet was held Thursday evening with about 400 in attendance. There were no formal speeches, but door prizes were awarded, and a floor show, music and dancing rounded out the evening.

Although intermittent rains stopped some of the outdoor activities, many persons found opportunity to spend some time on the ocean beach directly in front of the hotels, and to play golf on nearby courses. Tuesday and Thursday afternoons were left open for such diversions, and all day Friday was devoted to the annual LNA golf tournament. Gerald W. Mathison, Michigan Litho Co., Grand Rapids, again was chairman of golf arrangements, and many prizes were contributed for various winners.★

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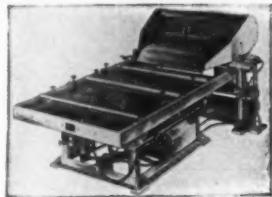


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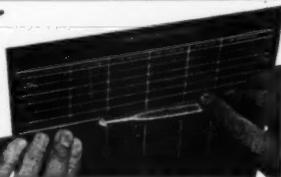
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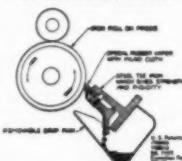
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PATENT GAZETTE

(Continued from Page 46)

area through the change. Reduction of type-page width was accomplished by reducing space between columns.

Page make-up is being accomplished in the same manner except that space is allowed for paste-up of photoprint illustrations after reproduction proofs are pulled, instead of inserting blocked zinc engravings.

The change in method has eliminated the making of about 1,000 three-by-two-inch zinc engravings weekly, thus conserving costly and scarce material as well as production time.

Reduction of page trim size, which was accomplished by reducing margins, produced a saving of approximately 15 percent in paper costs. In addition the paper substituted is less expensive and less hard to get.

The time required for layout, making of the offset plate, and making ready the form on the offset press is less than half of that required for imposing the type forms and making ready on the perfecting press. There also is a saving of approximately 50 percent press-running time because of the greater speed of the offset press and about the same percentage of folding time.

Use of the 42 x 56 inch sheet provides for use of full press capacity as against the use of a 31 1/4 x 45 1/2 inch

sheet on the perfecting press which is considerably less than the 40 x 55 1/2 inch sheet size which this press is capable of handling.

The new plan releases two perfecting presses for production of other more suitable work for which there is urgent need.

The change-over is working out satisfactorily and even with the brief experience gained so far, the most recent issues show improvements in quality over issues of the first week or so. Actual money savings have not yet been computed.★★

TRAINING

(Continued from Page 45)

pat on the back from the journeyman who sees the apprentice learning his trade better and more quickly than he himself learned his. Don't expect management to overflow with praise for what you are doing. Often management will be critical and will have to be convinced that the money it is spending is going in the right channels. At our Institute at Western we have been in operation for five years. At first there was a direct opposition. The second year brought partial acceptance. It is only now, however, that we are getting genuine cooperation and even demands for an expansion of the program from the people we have tried so hard to serve.

Choosing our employees and training them is a long-term process. It takes men of vision to realize fully its tremendous over-all possibilities. Training can be a paying proposition for all concerned, but we must be prepared to realize that its dividends are intangible. You cannot count them as you can the sheets that come off the press, or the dollars realized from the sale of these printed sheets. But if you consider that a well chosen and properly trained employee is an asset to any organization, and that he will produce more and better work all his working years because of his better training, then you will be able to evaluate properly the importance of his selection and training. The various groups responsible for this effort must work together to develop a well rounded program that will furnish the printing industry with enough well trained, well informed, and capable craftsmen to meet the ever increasing demand for our product.

Some day, if we will but have the courage and the determination to see it through, this selection and training program will be generally accepted by all. It will be appreciated at its true value. For the industry must depend upon its present and new employees and their training for the greater success of the industry.★★

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FILM OUTLOOK

(Continued from Page 42)

whole. First, it can be stated that the photographic industry has, in the past few years, considerably increased research and testing facilities, and second, production capacity of the industry is greater today than during World War II, or at any other time in the past. New and modern equipment has, in some instances, replaced older units, or been added to efficiently operating existing equipment.

It should be understood and remembered, however, if world conditions change and war conditions become widespread, it will undoubtedly mean our armed forces and other governmental agencies will require considerably larger quantities of all types of photographic material. But even then, certain specialized items, non standard materials and slow moving sizes could be discontinued. Such simplification of manufacture would make it possible to realize some increase in production of film in the sizes and types most wanted by users.

Another thing to remember is that film used in lithographic plants is not a luxury item but a main cog in an important industry. The essential nature of that industry, proved during the last war, will assure full consideration if any restriction on photographic manufacturing is necessary.

But right now, barring the possibility of world conditions becoming worse, it certainly appears that there should continue to be ample photographic film for all lithographic applications. Regardless of availability, however, when there is plenty of film to be had, as well as when it is in tight supply, economy and efficiency mean good business. A number of basic things can be done in the lithographic darkroom to get more mileage from the film available to the photographic gallery. (Some pointers on economical and efficient film handling accompany this discussion.)

We must all recognize our country has embarked on a tremendous program of defense preparation. Re-

gardless of how the Korean situation is settled, billions of dollars are being spent by our government, and will continue to be spent for at least two years, on material of many kinds to aid such preparation. Inevitably, some of this will be photographic or lithographic in nature. This might cause occasional slow deliveries or imagined shortages. The writer believes these will be temporary conditions. The dangers of hoarding and panic buying are known, but we can recommend maintaining a normal healthy inventory and the use of conservation methods with material available.★★

GOV'T PRINTING

(Continued from Page 40)

usually black and white, sometimes with supplementary color.

The larger lithograph plants, with big multicolor press units may not find these contracts adapted to the class of work which they are best equipped to do. They do not include rates for color separation, dot etching, press rates, nor many of the operations necessary in a high-class color plant. Color process lithography is a relatively small percentage of our procurement, probably not more than five percent. Naturally, we shall not attempt to procure such lithography under the standard rates but will continue to ask for bids on them.

Large Percentage Offset

We need the lithographic industry. At the present time probably 65 or 75 percent of our awards are for offset production. For example, the Air Forces are ordering a large number of manual reprints which must be done by that process. Many other jobs, both large and small, fall into a category that indicates lithographic reproduction.

About 142 million of the Income Tax forms were produced by commercial offset houses. The short time allowed for production and the nature of the work are the main factors in this selection. The material is often reprint work, or else the agency

gives us camera copy prepared by one of the new methods of typesetting.

The ordering agencies may need a few copies of a document which they produce in their field or duplicating plants by multilith. Then a decision is made to print a large number quickly and the agencies give us reproduction copy or negatives. There is no time to set type so we need to have offset facilities available.

When the offset process was introduced into the GPO in 1926, the Office was in a very favorable position to carry on the study and development of the art. We already had a large Photo-Engraving Section, with suitable camera equipment and a wealth of experience in activities which are, of course, in many respects related to offset procedures.

We began with two 46-inch sheet-fed single color presses and the necessary platemaking equipment. The first jobs we ran were two letterheads averaging half a million each. By continuing to draw advice and inspiration from our friends in the industry, we progressed steadily to a point where our operation became as routine as any of our older activities. In 1940 we took the negative-making out of the photo-engraving section and established it in a new and separate unit. Today we are operating 15 presses, including four 42 x 58 inch presses and eight 35 x 48, as well as a sheet-fed perfecto, 38 x 52 inches. We have 225 employees in the offset preparation, press and platemaking sections alone, to say nothing of those in the composing division whose output goes into the offset operation, or the bindery workers who finish up the press product. We are making about 30 million square inches of plates annually and running off a hundred million press impressions.

During World War II it was apparent that we needed further expansion of offset facilities, but as a matter of policy we avoided competition with the industry for the equipment that was available. Instead, we turned to the commercial industry for our surplus production. Now, we are again in a situation where we need more of your help.★★

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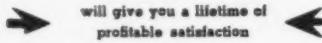
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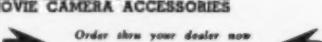
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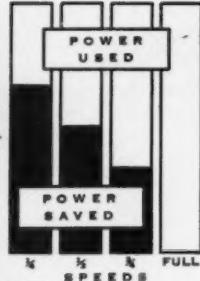
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OFFSET CAMERA MAN. Must be capable of producing quality line and halftone negatives, positives and screen tints. An excellent job for the right man. Call or write Printing Service Co., 642 W. Main St., Dayton 2, Ohio.

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FOR SALE: Model 69 two color Miehle offset press serial # over 18,500, maximum sheet size 46 1/2 x 67 1/2"; operating on fine color work; available immediately. Price \$35,000. On floor with AC controls. Terms to responsible principal. Address Box 795, c/o *Modern Lithography*.

FOR SALE: New all metal vacuum frame & whirler for 22x34" plate \$730.00. Pr. Gelb double deck camera lamps \$550.00. 52x64" all metal vacuum printing frame \$495.00. Gelb 50 Amp. 220 V. multi-balanced printing lamp—large

reflectors, overhead and floor models—\$300.00 each. Singer Engineering Co., complete platemaking equipment, 248 Mulberry Street, N. Y. C.

FOR SALE: Liquidating private plant—the following equipment for immediate sales. One 17 1/2 x 22 1/2" MAC Webendorfer offset press; one 10x14" Davidson offset press; one 21x28 Model 289 Baum folder—hand feed; one 21x24" Wesel gallery camera with Goertz Artar 19" lens & 120 line 16x20 Levy screen; one 50x72 vacuum frame, motor and pump. Two Macbeth cameras, arcs—30 amps. Two lamps on each standard; one 25 amp. printing arc lamp. All in top condition. Best offer takes. All sales cash. Address Box 796, c/o *Modern Lithography*.

FOR SALE: Two Miehle Model 57/60—Two color offset presses with D. C. electrical equipment—takes maximum sheet size 42" x 58"—installed new in 1937. Now doing high class close register color work. Address Box 797, c/o *Modern Lithography*.

Adds Fourth "Talio-Crome" Press

A million dollar color printing improvement program, which includes a \$600,000 multicolor rolled Talio-Crome gravure press, is nearing completion at Brown & Bigelow, advertising specialty firm, St. Paul, Minn.

While developed specially for the printing of calendars, the company's leading product, the new press is adaptable for other color work. It is a 100-ton machine 104 feet long, 15 feet high, and 14 feet wide.

The press and other components of the improved color printing program are in the company's graphic arts division in its main plant at 1286 University Avenue. There in 1932, president Charles A. Ward, then general manager, directed installation of the company's original Talio-Crome press. The first such press was made in Germany, and assembled in the Brown & Bigelow plant by German technicians.

The new press is the fourth Talio-Crome. It was built by George F. Motter's Sons, York, Pa. The big dual machine can reproduce from one to eight colors at the rate of 10,000 sheets an hour. Its dual feature is that four colors can be printed simultaneously on each side of the paper. One four-color section can be rolling full blast while cylinders are being changed on the other section.

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COLOR CHART for DOT ETCHING

This chart, composed of four sheets, is $2\frac{3}{4} \times 26\frac{1}{2}$, and is bound at the top with a metal strip for wall hanging. The first sheet is magenta, cyan blue, process yellow and black. The second is warm red, cyan blue, process yellow and black. Number three is magenta, warm blue, process yellow and black, while the last is warm blue, warm red, process yellow and black.

Each of the four pages contains 215 color squares. Each square of color is identified, and each square is divided into four different percentage screen tints. It was produced on regular offset stock on a two-color offset press.

Complete four-page wall chart—\$10.

MODERN LITHOGRAPHY

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MODERN LITHOGRAPHY, July, 1951

Trade Events

International Assn. of Printing House Craftsmen, annual convention, Boston, Aug. 19-22.

National Assn. of Photo-Lithographers, annual convention and exhibits, Statler Hotel, Buffalo, N. Y., Sept. 5-8.

Printing Industry of America, annual convention, Statler Hotel, Boston, Oct. 24-27.

National Assn. of Metal Decorators, annual meeting, Netherland Plaza Hotel, Cincinnati, October 24-26.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Gleeson House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Junior College, 1636 S. Oliver St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 512 East 67 St., New York, N. Y.

OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South, Rochester 2, N. Y.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—San Francisco Printing Trade School, San Francisco, Calif.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
131 East 39 St., New York 16, N. Y.

National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. Secy.
317 West 45 St., New York 19, N. Y.

Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.

National Association of Little Clubs
Edward W. Harnish, Pres.
530 Electric St., Scranton, Pa.

Printing Industry of America
James R. Brastoff, Gen. Mgr.
719 15th St., N. W., Washington 5, D. C.

International Assn. of Printing House Craftsmen
P. E. Old, Exec. Secy.
18 E. Fourth St., Cincinnati 2.

INDEX

JULY 1951

Alien Associates	112	Macbeth Arc Lamp Co.	84
American Graded Sand Co.	June	Midwest Chemical Works	June
American Sponge & Cleaners Co., Inc.	29	Marinette Machinery Corp.	June
American Type Founders	June	Mathiessen & Hagler Zinc Co.	116
American Writing Paper Corp.	June	Maxwell Paper Co.	86
Amsterdam Continental Types & Graphic Equip., Inc.	110	McAdams & Sons, Inc., John	June
Anaco	62	McLauren-Jones Co.	June
Bartels Co., Gordon	June	McPhee Paper Co.	June
Bartow, Inc., Russell Ernest	64	Mendes Corp., J. Curry	June
Beckett Paper Co., The	55	Merck & Co., Inc.	106
Bingham's Son Mfg. Co., Sam'l	56	Merritt Products Co., The	99
Brennan Co., E. E.	52	Mobile Printing Press & Mfg. Co.	June
Bridgeside Engravers Supply Co.	June	Minneapolis Laboratories & Mfg. Co.	21, 22
Brown Mfg. Co., W. A.	79	Moers Laboratories	116
Buckbee-Man Co.	104	Multi-Ad Services, Inc.	114
Bullard, Inc., Howard O.	104		
Business Form Creations			
California Ink Co., Inc.	114	National Assn. of Photo-Lithographers	66
Cambridge Instrument Co., Inc.	June	National Carbon Co., A. Div. of Union Carbide and Carbon Corp.	100
Carrie Co., Martin	3rd Cover	National Roller Co.	105
Casey, D.	61	Neenah Paper Co., The	11
Central Compounding Co.	82	Nekoosa-Edwards Paper Co.	78
Champion Paper & Fibre Co.	19, 20	Norman Willets Graphic Supply Co.	88
Chromo Photoprodcts Co., Inc.	14	Northwest Paper Co., Inc.	73, 74
Chicago Lithoplate Graining Co.	June	nuArt Co., Inc.	102
Collins Photo Plate Co.	June		
Crafman Mfg. Co.	14		
Cramer Dry Plate Co., G.	106	Oxford Paper Co.	48
Crosier, John C.	105		
Davton Rubber Co.	June	Paper Converting & Finishing Co.	June
Dennison Mfg. Co.	June	Parke, Davis & Co.	101
Dexter Folder Co.	50	Photo Litho Plate Graining Co.	June
Dixie	24	Pitman Co., Harold M.	58
Direct Reproduction Corp.	24	Powers Regulator Co., The	106
Dixie Plate Graining Co.	96	Printing Machinery Co., The	June
DuPont de Nemours & Co., E. I.	30	Rapid Roller Co.	25
Eastman Kodak Co.	47	Rathbun & Bird Co., Inc.	116
Electric Boat Co. Printing Machy. Div.	75, 76	Ritter & Son, Inc., Engineering Co.	106
Empire Superfine Ink Co.	18	Reliable Lithographic Plate Co., Inc.	80
Faithful Paper Co.	June	Rising Paper Co.	8
Finchburg Paper Co.	11	Roberts & Porter, Inc.	3
Flowers Photo Compounding Lab.	109	Rogers Co., Inc., Harry H.	June
Fuchs & Lang Mfg. Co.	June	Rutherford Machinery Co.	June
Gaetjens, Berger & Wirth, Inc.	68	Schlaenger, K.	116
Gegenheimer, Wm.	100	Schmidt, H. C., H.	June
Gevaert Co., Inc.	90	Schultz, H. J.	96
Gilbert Paper Co.	70	Scranton Plastic Laminating Corp.	June
Godfrey Mollar Co.	70	Scriber Specialties	108
Good American Optical Co., C. P.	112	Sensefelder Co., Inc.	2nd Cover
Goodyear Tire & Rubber Co.	June	Shawmut Associates, Inc., Ben	115
Graphic Arts Corp. of Ohio	94	Siebold, J. H. & G. B., Inc.	June
Haleoid Co.	16	Sinclair & Carroll Co., Inc.	13
Hamilton & Sons, W. C.	4	Sinclair & Valentine Co.	64
Hammerton Paper Co.	15	Spires, J. & Co.	114
Hanson Co., E. B.	10	Spectmen's Accessories, Inc.	106
Harris-Seydel Co.	10	Standard Engineering Co.	8
Henschel Mfg. Co., C. B.	110	Standard Reproduction Co.	92
Hoe & Co., Inc., R.	June	Star-Kimble Motor Div.	112
Howard Paper Mills	85, 86	Strathmore Paper Co.	June
Hunt Co., Philip A.	6, 7	Strong Electric Corp.	27
Ideal Roller & Mfg. Co.	June	Stuebing Automatic Machine Co., The	June
Illinois Zinc Co.	June	Tickle Engineering Works, Arthur	June
International Paper Co.	8	Toledo Lithographic Co.	June
International Press Cleaner & Mfg. Co.	108	Turner Printing Machinery, Inc.	112
Jahn & Oliver Engraving Co.	102		
Jones, C. Walker	23		
King Typographic Service Corp.	110	Uniform Graining Corp.	June
Kleen-Stik Products, Inc.	June	Union Carbide and Carbon Corp., National Carbon Co.	100
Lawson Co., E. P.	9, 28	United Mfg. Co.	107
Leland Metal Products, Inc.	June		
Litho Chemical & Supply Co., Inc.	17	Vulcan Rubber Producers, Inc.	89
Lithographic Engineering & Research Co.	104		
Lithographic Plate Graining Co. of America	98	Wagner Litho Machinery Div.	60
		Warren Co., S. D.	June
		Western Litho Plate & Supply Co.	96
		Western Co., Byron	June
		West Virginia Pulp & Paper Co.	June
		Willys Litho Plate Graining Co.	108
		Wilton Printing Ink Co., Ltd., W. D.	104
		Zarwell & Becker	114

(The Advertisers' Index has been carefully checked but no responsibility can be assumed for errors or omissions.)

TALENTED

Convention Sidelights

(Continued from Page 38)

L.N.A. delegates there was relatively on the small side. And just as well too, for the cards were rather confusing. With one Bill Carroll riding, and another at the next table, it was more difficult than usual figuring out what might happen. George Hoover and Mrs. H. joined the students of the horse one afternoon, and received one of the minor awards of the day—a collection of used mutual tickets.



Retiring L.N.A. president Randolph T. Ode, who completed his second term in successfully guiding the activities of the association, was presented with a handsome gold watch at the banquet as a partial indication of the appreciation of the membership for his work for the association.



Prize winners in the L.N.A.'s Litho Awards Competition were on display in the lobby of the Essex and Sussex Hotel during the four days of the convention. Following the meeting it was indicated that the association will continue this important activity in support of expanded use of the industry's product. An informal session was held one afternoon during the L.N.A. convention to explore the possibility of support of the L.N.A. program by the supply groups and other agencies in the Litho field.



An unidentified golf prize winner couldn't wait for the competition and lit his award, a watch, from the display of prizes in the hotel lobby. The loss recalled a similar incident a few years ago when several of the golf prizes were pilfered from a store room.



Bert Smith of Crescent Ink and presy of the National Assn. of Printing Ink Makers, is strictly a money golfer. How much is not important,

as long as it's money. If his shot could not ring the cash register, Bert missed. But, when the dough was on the line, he was deadly. Harold Merten and a rep of this rag who played with him in the L.N.A. tournament will bear witness that he is completely mercenary on a golf course for any amount from ten bucks down to a lousy thin dime!

So, the boys took Hugh Adams, R & P Chicago strong man, to Monmouth Park Race Track not far from Spring Lake,—Pete Rice, Walter Soderstrom, Stu Arnett and a couple of customers. After three races, Hugh had cashed two juicy win tickets. Looking around the palatial Monmouth set-up, Hugh allowed as how he "always did like this Aqueduct Track." Stu explained "that was yesterday. This is another track fifty miles away from Aqueduct in another state." Hugh, thereupon ordered another vodka martini which is the equivalent of hari-kari only slower.

"Think, you big bum, think! Or off the payroll you go!"

Think hard!

THINK as hard as you can, but sometimes you just can't remember! That's where advertising fits into the picture. Advertising simply never lets anyone forget, so there is no remembering to think about. Advertising keeps constantly refreshing the memories of your customers and prospects about you and your products. People couldn't forget advertised products even if they tried.

Now, if it be in the field of lithography where you want to make it easy for your customers to remember you, consider the advantages of advertising in

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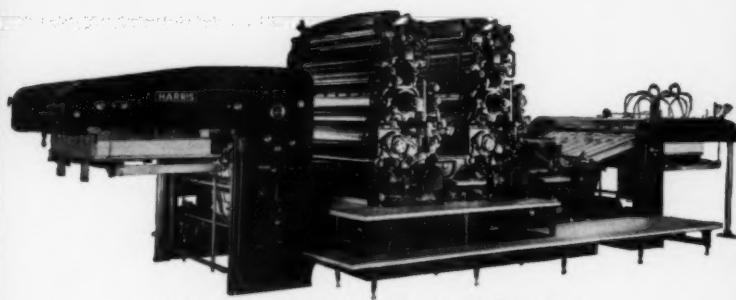
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Here's a thoroughbred champion from a long line of Harris money-winners.

Its grandsire, the Harris GT, was making records when some of us were still listening to crystal sets.

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But as fine as these veterans were in their prime, today's 42 x 58" Harris two-color will outperform them when it comes to quality of register, salable sheets per day, running speed.

Today's race is growing too tough for any but the top performers. It takes the stamina, speed, and superior production of a new Harris to stay out in front.

What chance, for instance, would a Model GT have against a Model 258 when the new press can run 65% faster? It can even outrun the Model LSK by 30%!

Would it improve your operating costs to get a better run for your money . . . better by 30%?

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